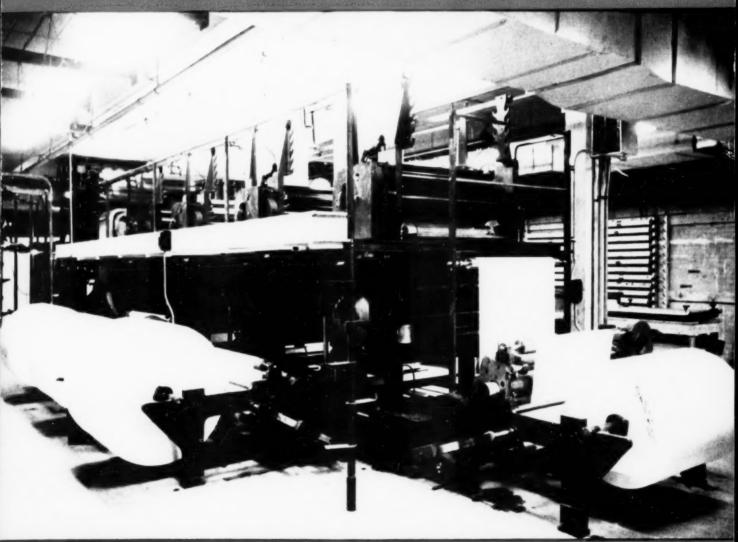
# Moderns THAPHY

MAY - 1953 - VOLUME 21 - NUMBER 5



our webs food into offset press, to be printed both sides simultaneously (floe perso fi

On this issue

Versatility in Web Offset Litho-Letterpress Team

- NALC Convention Program
- Offset in New Mexico

# Senelith Inks

Were the first lithographic inks

made from dyestuffs

treated with sodium tungstate

for better sunfastness

and are still leading

with their outstanding resistance properties

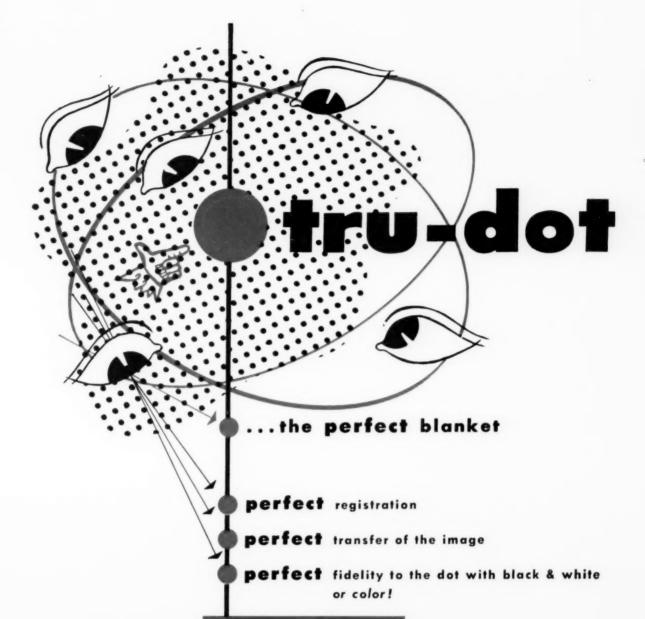
Our booklet "Inks, Lithographic and Printing" may be obtained on request

The Senefelder Company, Inc.

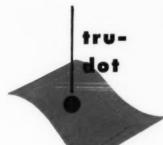
"Everything for Lithography"

32-34 Greene Street

New York 13, N.Y.



order today!





tru-dot also is the perfect blanket for quick-set inks!

# Roberts & Porter

General Offices: 555 West Adams Street, Chicago

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- DETROIT 1025 Brush St.
- SAN FRANCISCO 1185 Howard St.

- - . LOS ANGELES 344 N. Vermont Ave.
- BALTIMORE 15 W. Preston St. . KANSAS CITY 700 W. 12th St.

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sharp, clean—ideal for albumin and deep etch plates.

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15 SIZES OF TYPE

**ENLARGEMENTS** 

MIXED COMPOSITION

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perfectly fitted-strikingly beautiful.

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to any desired size — free of ragged edges—need no retouching.

permits wide variety of typographic effects—meets every practical need.

for foreign languages, mathematics, other special needs, readily set from the handy pi trays.

all jobs kept alive on film in compact form—no time consumed breaking up forms.

If you have a composing room, ask us to show you how effectively the Fotosetter photographic line composing machine can augment your present equipment.

If you den't have a composing room, ask us to show how you can add composition service and profit by the unique advantages of the Fotosetter method.

If if isn't made by Intertype, it isn't a FOTOSETTER machine.



Intertype Corporation

> Brooklyn 1, N. Y. Chicago 10, Ill. See Francisco 11, C.

Les Angeles 15, Cal. New Orleans 10, La. Bosson 10, Mass.

In Canada: Toronto Type Foundry Co., Ltd Toronto, Montreal, Winnipeg, Vancouver, Halifax





#### THE COVER

The web offset press at The Steck Co., Austin, Texas, is shown here with four rolls of paper feeding in. With this arrangement, the press produces simultaneously four separate one-color printed pieces. (Story Page 36)

> ROBERT P. LONG Editor

JOHN A. NICHOLSON Advertising Manager

CHICAGO OFFICE 333 North Michigan Ave.





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## MODERN LITHOGRAPHY

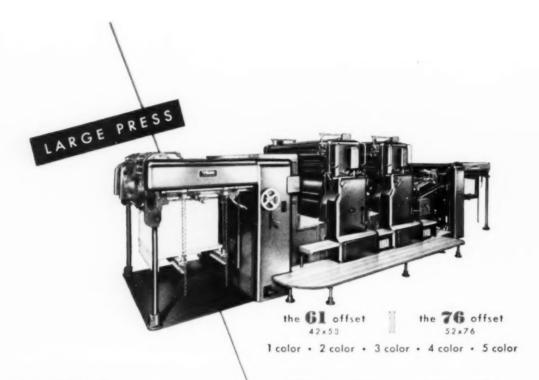
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MAY, 1953

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Address all correspondence to 175 Fifth Avenue. New York 10. N. Y.



# in Offset it Miehle

Miehle Offsets are designed and built to operate steadily at high running speeds—up to 7000 on the 29, 6500 on the 61 and 6000 on the 76. More important, these high running speeds are translated into unusually high production by numerous features which insure rapid changeover, continuous operation and finest printing quality.

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Send for full color descriptive folders.



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n today's competition for printing quality, it will pay you to standardize on Bingham Rollers—rollers that deliver that extra hairline of quality you need. There are twenty modern Bingham factories in principal cities to serve you.

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CLEVELAND INDIANAPOLIS NASHVILLE SPRINGFIELD, O.
DALLAS KALAMAZOO OKLAHOMA CITY TAMPA, FLA.

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MANUFACTURERS OF

PRINTERS' ROLLERS

COMPOSITION ... RUBBER ... VULCANIZED OIL Rollers

# SEAMOL

# The first and only improvement in dampener control in 15 years

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Modern lithographers are using SEAMOL, the seamless molleton dampening cover, because . . .

SEAMOL assures perfect moisture control. There are no seams or stitches ... therefore no uneven distribution of moisture, no flooding or dry spots ... Water distribution is consistent throughout the run ...

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Yes, today actual performance tests in up-to-date lithographic plants everywhere are proving SEAMOL's top superiority!

So get SEAMOL today! Order now!

Use a Jamac Roller Cleaner to break in and clean your dampener roller covers. There's a size to fit every roller size . . . and every budget.

C Halker Jones Company

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THE PRESSMAN'S POCKET MANUAL

To help you solve many of your problems on fine printing processes, here is a handy little booklet written by recognized authorities in the field. Write and ask for your free copy of "Using Ink."



FOR OFFSET - LETTERPRESS - DIE STAMPING

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GAIR BLDG., 35 YORK ST. BROOKLYN 1, N.Y. Telephone, Ulster 8-4100 215 S. ABERDEEN ST. CHICAGO 7, ILL. Telephone MOnroe 6-4246

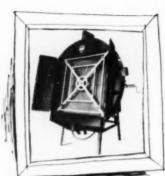


# Also try DUALL DRIER

Here is a top and bottom drier that helps free you from offsetting and sticking problems. It's highly concentrated and will not change the characteristics of the ink. Try it.

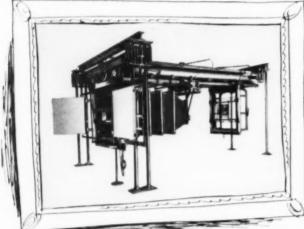
# each a masterpiece of equipment

FOR PERFECTION
IN LITHOGRAPHY



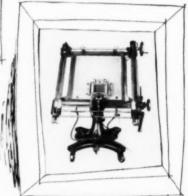
# M-H VERTICAL PLATE-COATING MACHINE

For distributing and drying coating solution on plates intended for use on offset presses. Standard Model in five sizes: Junior Model in one size.



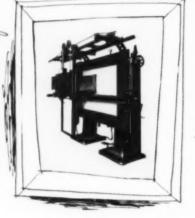
## M-H OVERHEAD MOTOR-FOCUSING CAMERA

A precision darkroom all-metal camera, with motor-movement of lensboard and copyboard to .01"; micrometer adjustments; darkroom and lightroom control; sliding screen carriages and housing; carriage for oversize circular screens; vacuum back; transparency holder with oscillator and diffuser; tilting and vacuum copyboards. Sizes 24 x 24", 30 x 24", 40 x 40", 40 x 48", 48 x 48".



# M-H VERTICAL

With Hi-Speed Non-Embossing Negative Holder and Universal Register Device—designed for securing precision in registering negatives for single and multi-color process work in hithographic platemaking. Combines accuracy and speed in positioning images for step-and-repeat work. Simple design, dependable operation. Four sizes.



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This is a small photo-composing machine for making multiple-image negatives and positives (singly or in combination) by contact; and for applying the step-and-repeat principle to multiple-image photo-engravings.

# the full expression of a fine art



. . . is possible only because of the equipment now available for the "lithographer. Because of such equipment he is now able to produce work far beyond the dreams of only a few years ago. . . It is a great satisfaction to the Lanston Monotype Machine Company to have contributed to the great advancement of lithography through the production of equipment noted for its precision and efficiency.

#### LANSTON MONOTYPE MACHINE COMPANY

24th and Locust Streets

Philadelphia 3, Pa.

This advertisement set in Bodoni O.S. italie, Bodoni Book, 20th Century Bold and Extra Bold



LAWSON'S RAPID TRIMMER



PRINTING COMPANY POSTORIA, OMIO

January 5, 1953

Mr. D. W. Schulkind, E. P. Lawson Co., Inc. 426 West 33rd Street New York 1, N. Y.

Dear Mr. Schulkind:

Now that I am back in the good 'ole U.S.A, having landed a week ago, I am just about getting my feet on the ground. But one of the first things that intrigued me was the 3-Knife Trimmer that was installed during my trip abroad. This Rapid Trimmer is certainly a "honey" and we are more than pleased with it.

Everyone coming through our plant has words of commendation on the appearance of our Bindery with the new Lawson Cutters and 3-Kaife Trimmer. One marvels at the ease of operation, the speed and accuracy of these machines.

We are very proud of this equipment and only have words of praise for it. I think the Lawson Rapid Trimmer has proven to be a very efficient machine for our particular business.

Yours very truly,
THE GRAY PRINTING COMPANY

President

Size range 2" x 314" to 11%" x 16%" 10 to 25 piles per minute

> Ask for details on the Lawson Rapid 3-Knife Trimmer and Lawson 39"-46"-52" Cutters

MAIN OFFICE: 426 WEST 33rd ST., NEW YORK

SOME OTHER RECENT INSTALLATIONS

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- · Brock & Rankin; Chicago, III.
- · Lawyers Cooperative; Rochester, N. Y.
- · Bookwalter Co., Inc.; Indianapolis, Ind.
- · Concordia Publishing House; St. Louis, Mo.
- · Superior Bindery; Cleveland, Ohio



# 

Kienle Inks are *Up-to-Date Inks*, formulated, tested and manufactured under the most rigid laboratory controls to meet the current demands. They assure high tinctorial strength, faster setting and drying, long mileage, increased brilliance, and better tonal range.

For 50 years Kienle has maintained a reputation for the most advanced inks for lithography.





# Have you learned the advantages of Kodalith Ortho Film, Type 2?

You'll get excellent results—line negatives of extreme contrast and density, or halftone negatives with wonderfully sharp dots.

And you'll save time wherever lateral image reversal is required, for it's available in Thin Base, too.

With Kodalith Ortho Thin Base Film, Type 2, you can print negatives with the image toward the light. The thin, .0035-inch base is clear. And its flat-lying characteristics make it remarkably easy to handle.

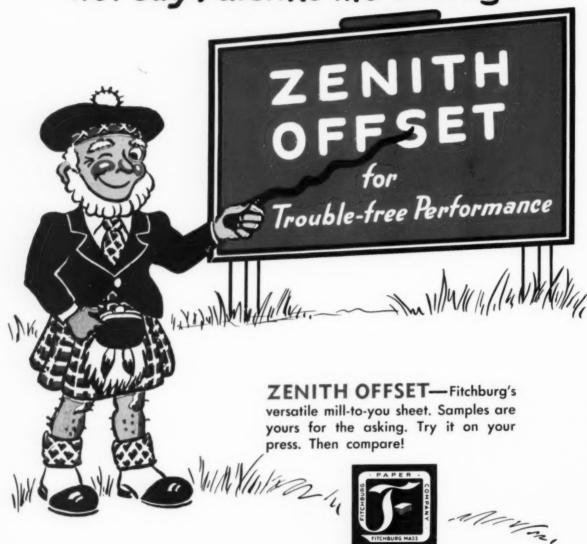
This convenience, added to Kodalith's ability to print down just what you want on the metal, makes Kodalith Ortho Thin Base, Type 2, very useful in photomechanical work. You'll be glad you tried it. Your Kodak Graphic Arts dealer has it.

GRAPHIC ARTS DIVISION

EASTMAN KODAK COMPANY
Rochester 4, N.Y.



"Tis a canny choice for the average job — an' I'll not say I dislike the savings!"



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ADER Each a

> in the Lithographic

GLOKOTE OFFSET INKS

For best results on all cast-coated papers

OFFSET INKS

Imitated, but Never Equalled!



- SINVALCO STANDARDIZED CHEMICALS LITHURE, MULTI-METAL, ALUMINUM, ZINC PLATES
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- AQUATEX and DAMPABASE
- MOLLETON and FLANNEL SLEEVES LITHOTINE, BLANKET and ROLLER WASHES
- GRAINING MATERIALS
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- MISCELLANEOUS LITHO SUPPLIES

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Main Office and Factory: 611 West 129th Street, New York 27, N.Y.

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FROM COAST

# "MERCURY" by CRESCENT

CRESCENT'S NEW FAST-DRYING LITHO INKS

# Case History No. 11

IOB: Lithographed Paint Labels.

Solid Background Coverage With

Few Lines of Small Reversed Type.

Two-Color Press. Paper—ClS.

PROBLEM: Variation in Color.

Frequent stops in run to etch reverses clean and to remove coating piling on blanket made it impossible for

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SOLUTION: MERCURY INKS printed reverses

sharp even after viscosity of ink was

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INK & COLOR CO.

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WAREHOUSE OFFICE: 33 BRANHAM AVE., N.E., ATLANTA, GA.
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Finely milled, color-strong inks for universal use on regular offset, coated and other stocks. Gives extra snap and sparkle to both run-of-mill and fussy jobs. Lays evenly, sets fast, protects plates from premature wear. Available in full range of standard colors or to your specifications.

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82-page, spiral bound reference book showing standard colors of BBD EXCELLO-LITH, PROCESS and CHROMAT INKS . . . free to offset lithographers who write on their own letterheads.



Bensing Bros. and Deeney

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EXPERTS on men's tastes say it's probably blue. So maybe there's a place for blue HOWARD BOND in your business life.

But if blue isn't your favorite, how about pink? Or green? Or canary? Or cafe, salmon, cherry, gray, buff, russet, primrose, goldenrod? These are the standard HOWARD BOND colors so popular with businessmen throughout America. Many use Howard colors for letterheads. Many more use them for business forms, having learned that these distinctive colors hasten paper work by simplifying identification, routing, and filing. Others use Howard colors to achieve two-color effects with one-color printing.

Whatever your needs, and whatever your color preferences, HOWARD BOND will fill the bill. For proof ask your printer or paper merchant to show you samples. And be sure to look at HOWARD whitest white while you're about it.

PRINTERS! This message appears in advertising magazines read by your customers.

HOWARD PAPER MILLS, INC.

. HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard, Bond

"The Nation's

Companion Lines: Howard Ledger . Howard Mimeograph

Business Paper"

Howard Writing . Howard Posting Ledger



Doesn't color reproduce better on Maxwell Offset?

Howard Paper Mills, Inc. / MAXWELL PAPER COMPANY DIVISION / Franklin, Ohio

We'd be pleased to send you samples of our seven finishes and two tints

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move you make

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GRAFCO



# the NEWEST in

# LITHO PLATEMAKING EQUIPMENT

#### GRAFCO TILT-TOP LAYOUT AND STRIPPING TABLE



- · For glass or film
- Tilt-Top or Horizontal working surface
- Chrome plated adjustable squaring bars on all 4 edges
- Fluorescent lighting, high reflector efficiency. Uniform illumination through diffusing medium. Easy tube replacement
- Individually adjustable legs for positioning an uneven floors
- All welded, extra heavy gauge steel construction, enamel finish
- Shallow reflector for easier accessibility for stripper

MODEL	SIZE
GR-TT 1	26" x 38"
GR-TT 2	30" x 40"
GR-TT 3	44" x 60"

# GRAFCO ETCHING



# GRAFCO LAYOUT



- · For glass or film
- Chrome plated adjustable squaring bars on all 4 edges
- Fluorescent lighting with high reflector efficiency for more uniform coverage. Easy tube replacement.
- Each leg adjustable for perfect leveling on uneven floors
- All welded, extra heavy gauge steel construction, enamel finish

MODEL	SIZE
GR-LT 1	30" x 40"
GR-LT 2	44" x 60"
GR-LT 3	60" x 80"

- · For glass or film
- Sealed-in, satin finish etched glass working surface, pitched for comfort and rapid run-off
- · Foot valve for water flow control
- Fluorescent lighting with efficient newdesign reflector for more even coverage
- Each leg adjustable for positioning on uneven floors

MODEL	SIZE
GR-ET 1	20" x 24"
GR-ET 2	24" x 30"
GR-ET 3	30" x 40"

Inquiries are invited in reference to the creation of any special or custom-made models.



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# Designed, Engineered and Constructed

FOR THE MOST EFFICIENT OPERATION IN YOUR PLATE ROOM!

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Every piece of equipment is unconditionally guaranteed against mechanical defects!

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- Direct drive self-contained gear head motor with variable speed
- Remote control speed regulator with tachometer
- Infra Red Ray Drying Unit or strip
  heater units
- Tapered conical bottom for complete drainage, flushing plate rinses inside of tub — minimizing chemical odors
- · 14" aluminum turn-table
- · Automatic water-flow
- Turn-table shaft rides on selfaligning ball bearings, eliminating uneven coating due to vibration and torque drag
- Welded, extra heavy gauge steel construction

MODEL	PLATE SIZE
GR-W 1-48"	26" x 38"
GR-W 2-60"	35" x 45"
GR-W 3-70"	41" x 51"
GR-W 4-80"	48" x 61"
GR-W 5-90"	52" x 72"
GR-W 6-110"	55" x 76"





# MODEL SIZE GR-VF 1 20" x 24" GR-VF 2 26" x 30" GR-VF 3 30" x 40" GR-VF 4 35" x 45" GR-VF 5 42" x 52"

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- Instantaneous Vacuum and Release
- Self-Pressurized Blanket
- Regulator Valve—permits vacuum control from 0-30 lbs.
- . Vertical or Harisantal Constitut
- Counter Balanced cover glass
- Each leg adjustable for easy leveling
- Extra Heavy Gauge, All Welded Steel Construction
- With or without Automatic Motor Cut-out



To have our representative call on you . . . or for further information and prices, write or phone . . .

GRAPHIC SUPPLY COMPANY



## PRESSMEN'S

# INK HANDBOOK

by H. J. Wolfe

272 Pages

#### CONTENTS

\$4.50 in U. S. A. \$5.00 Foreign

Chapter

- Properties of Inks... Review of physical characteristics; general types of inks; steps in manufacture of inks; definition of terms.
- 2. Purchasing Printing Inks . . . Ink requirements and specifications; "doctoring inks"; selecting your supplier; estimating ink consumption for offset work and letterpress; ink coverage chart.
- 3. The Private Ink Plant . . . Analyzing some of the misconceptions as to the advantages of operating your own ink plant; discussion of the "base ink system."
- Manipulation of Ink . . . Color matching and what the pressman can safely do to "adjust" inks; ink storage, shelf life; additions of reducer, drier, varnish, etc.; improving body.
- Inorganic Pigments . . . Properties and characteristics of pigments as they affect inks; discussions of natural and manufactured mineral pigments: charts showing properties and uses of ten mineral pigments and 18 important inorganic pigments.
- Organic Pigments . . . History, preparation of intermediates; charts showing properties and uses of more than 45 important organic pigments; classification of dyestuffs.
- 7. Black Pigments . . . General discussion; characteristics and manufacture: lampblack; furnace black; thermal decomposition blacks; mineral black: manganese black; graphite; iron oxide black.
- 8. Printing Ink Vehicles ... Vegetable drying oils; linseed oil and linseed oil varnishes: lithographic varnish; chinawood or tung oil; soybean, oiticica oil; vegetable semi- and

Chapter

- non-drying oils; alkyd, fish, rosin, fatty acid, mineral oils; pitch varnishes.
- Driers and Drying . . . The six methods of drying; theories of drying; paste driers, japan driers; concentrated driers; cobalt driers.
- 10. Letterpress Inks... Ink classification, specification of stock; job press inks; automatic press inks; flatbed cylinder press inks; web press inks; required properties of the inks; relation of ink to stock; inks for various stocks and their requirements: halftone black inks and process inks.
- 11. Lithographic Ink . . . Requirements and characteristics are given for lithographic inks; offset printing inks; etc.
- 12. Intaglio Printing Inks... Requirements of inks for intaglio printing; copper plate engraving inks; steel plate engraving inks; stamping inks; photogravure inks; rotogravure inks; classification of rotogravure inks.
- 13. New Types of Inks... Thermosetting inks; synthetic litho inks; hot wax inks; aniline inks; steam-set or moisture set inks; pressure set inks; silk screen inks; metallic inks; water color inks.
- 14. Testing of lnks . . . Equipment needed; dry color testing for strength; resistance, permanence, particle size, etc.
- 15. Ink Problems and Remedies . . . Ink difficulties encountered in letterpress and lithographic printing are detailed. listing the symptoms, causes and suggested remedies.
  Glossary

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Enclosed is our check for \$4.50 (Foreign and Canada \$5.00). Please send me one copy of the PRESSMEN'S INK HANDBOOK. It is understood that I may return the book within ten days for full refund.

COMPANY

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INCREASES OUTPUT LOWERS OPERATION COSTS

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FOR CONSISTENT GRAINING,
TROUBLE-FREE PRODUCTION

# INCREASES YOUR PROFITS IMPROVES YOUR WORK

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- Planetary movement in trouble-free ball-bearing race eliminates major cause of breakdowns.
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- Operator controls all functions from one side of machine.

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- Rubber blanket for steel tub bottom
   -na wood or false bottoms to wear
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# ...pays for itself in labor and space saved!

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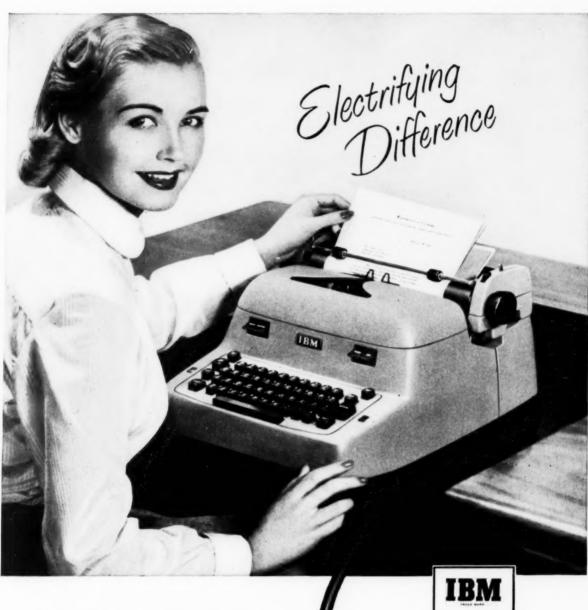


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3

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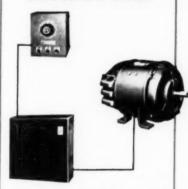
28

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Gentlemen:	We o	perate the	following	lithographic	presses:			
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# NATIONAL ASSOCIATION OF PHOTO LITHUGRAPHERS 317 WEST 45th STREET NEW YORK 36, N. 1

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Mr. Gerald Ghertner, Vice President (left), checking a layout with Mr. W. M. Robinson, Assistant Vice President (center), and Mr. C. R. Robinson, Plant Superintendent (right).

"Have used 'Photolith' for three years...can't beat it for line and halftone work,"

> states W. M. ROBINSON. Assistant Vice President of Cullom and Ghertner Co.

"We've been using Du Pont 'Photolith' for the past three years, and consider it the best film on the market today. It can't be beaten for good results in line and halftone work." This is what Mr. W. M. Robinson, Assistant Vice President of the Cullom and Ghertner Co., recently stated about Du Pont "Photolith" lithographic film.

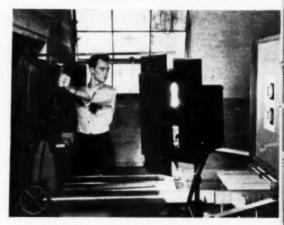
Three years ago, this well-known lithographic concern, with plants in Atlanta and Nashville, began using "Photolith." Right from the start they got the results they wanted in producing highquality business forms and other line and halftone work.

Mr. Robinson's experience, however, is not unusual. "Photolith" has steadily gained popularity among lithographers in all parts of the country. Scores of plants have switched to this fine film. Shopmen like its toughness . . . its resistance to surface scratches and its ability to withstand moderately rough treatment. Highly sensitive "Photolith" readily responds to correction filters for colored copy. Provides hard dots that are clear, sharp and correctly graduated . . . the kind dot etchers like to work with. And "Photolith" is easy to handle . . . to opaque . . . to scribe . . . permits fast, efficient stripping. Doesn't fog easily. Quick-drying, too.

Specify Du Pont "Photolith" on your next order. It will help you to save time, money and maintain tight schedules. E. I. du Pont de Nemours & Co. (Inc.), Photo Products Department, Wilmington 98, Delaware. In Canada: Canadian Industries, Ltd., Montreal.



"Photolith" negatives in the layout department.



Carl F. Perkins checks lens opening before making halftone negative on "Photolith."



BETTER THINGS FOR BETTER LIVING

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# GUEST Editorials

## Is Your Employer Happy?

HEADS of departments in the Lithographic Industry are supposed to know how to reproduce, efficiently and economically, faithful copies of the art or copy as it was prepared by the client. In order to accomplish this optimum, the heads of the various departments should be so trained, experienced and familiar with the methods for attaining these results, that they can surmount any problem that may arise.

An employer may be quite unhappy, and for good reason, when his costs of manufacturing are continually mounting, and the abstract from a plant cost sheet shows losses due to problems that could not be solved readily by his department heads.

The day is past when the necessary information was not available. Today there are numerous organizations that disseminate technical data relative to all problems that complicate this branch of the graphic arts. Research is continually being done for the improvement of the craft.

The Litho Clubs of the United States and Canada, in cooperation with these various sources, disseminates to its members the latest data that is available. Membership in a Litho Club permits these men to mingle with others who have been through the trying and hard times in this industry. Litho Club members have found that their membership is all that it was supposed to be, and more, for they found a source where they

By John F. Maguire

President National Assn. of Litho Clubs



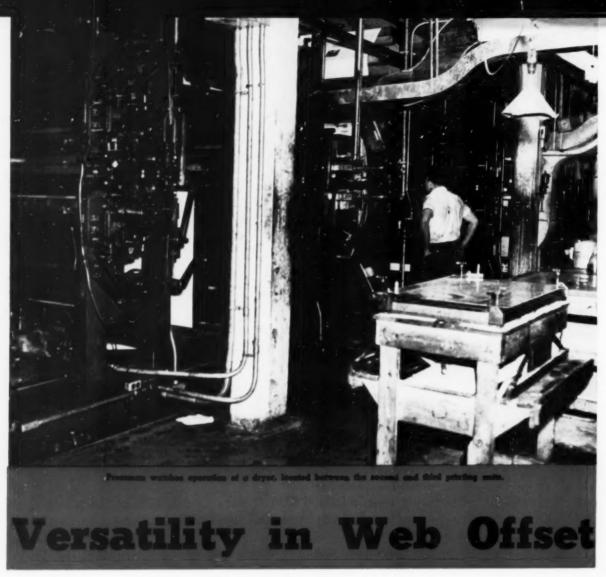
could obtain reliable solutions to their problems. As a result, their employers were pleased, and at the same time saw profits instead of losses.

It is recommended that each employer in the best interest of his business look into the activities of his department heads and assist them in acquiring membership in a Litho Club.

When a member attends a meeting or technical session of a Litho Club he is bound to find something worthwhile — newer methods, newer products and the means for their use.

Problems arising in this unique industry are sometimes hard to fathom. But there always is someone in the Litho Club who will help you solve them, or who will put you in touch with someone who knows the answer. This has been proved since the first Litho Club began back in the year of 1907.

Your employer can be made happy by your devotion to the knowledge that is available through the Litho Clubs of the United States and Canada. Take advantage as soon as possible, and you too will be one of the key men in the industry.



# By R. E. Eggeling

General Superintendent

The Steck Company, Austin, Texas

ITHOGRAPHING and printing costs, like those for other finished materials, have skyrocketed since World War H. In all industries, this cost increase has been brought about by increases in labor and materials. Only savings in some phase of the operations can partially compensate for such increases.

New, high-speed presses have seemed to be one way for us to cut costs, since the producing of more printed matter in the same or less time is logically the way to effect savings. The diversification of our work . . . text books, catalogs, magazines and telephone directories, to name but some . . . called for versatility in the press itself. The long-

run nature of many of these jobs lent itself readily to the economical use of high-speed equipment. Now, in slightly more than five years, our decision to modernize our plant has been justified.

The press we installed in 1947 is an ATF-Webendorfer perfecting off-set press capable of printing up to four colors on both sides of a 38-inch web. Or, we could put two colors on each side of two 38-inch webs, or one color on each side of four 38-inch webs. The maximum speed is 15,000 signatures per hour, or roughly 500 feet per minute, based on a 23½-inch cutoff.

Four-color work utilizes only a fraction of the press' time, since approximately 80 percent of the work on it is for one- or two-color impressions. However, four-color printing constitutes one of the most important segments of our business.

Without efficient drying equipment, our ability to handle four-color printing would have been seriously affected. Where a non-coated stock is used, the drying is not a serious problem; but the bulk of four-color work has been on coated paper. We believed that without a modern dryer the mechanical features of the press could not be made to pay off. Accordingly, the recommendations of the press manufacturer and our ink supplier were followed in the selection of the drying equipment.

At the time of installation, Sales Corporation of America furnished the six ceramic ribbon-type burners—three above and three below the web—which were placed between the last printing unit and the folder. These burners are gas-fired with a carbureted mixture of natural gas and air, kept at constant ratio and pressure with a Selas combustion controller. Burners are long enough to dry the full width of the web, but are equipped with flame-stops for varying the flame-lengths, when a narrower web is being used.

The burner input is proportioned to the web speed, with automatic shut-off when the press is stopped. A safety feature is the automatic electric ignition, with an ignition cutoff to turn off the spark after the burners are operating, and to insure the reestablishment of a spark after a press shutdown.

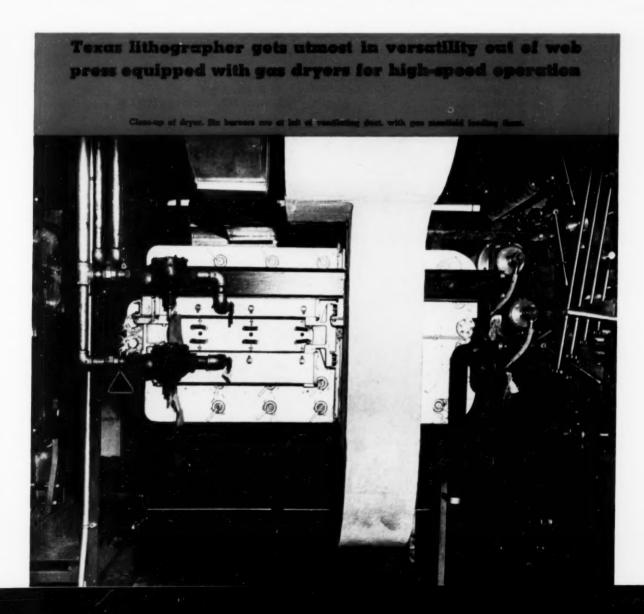
This arrangement has enabled the Steck Company to produce four-color lithography on both sides of coated stock, in a single pass through the press. However, with the variety of work handled, and the small percentage of four-color work, we found further economies could be made in our operations if we could use the press more fully.

At that time, basically, the full power of the press, and likewise the full press crew, were being used for one- or two-color work. It was apparent that the best way to utilize the capacity of the press more fully would be to modify it so that we could handle two webs of coated stock at the same time, printing two colors on both sides of each web. This would put us in a position to handle a great deal more work with approximately the same production cost. It would not affect our ability

to do four-color work, since the changeover from one to any other combination of webs is largely a matter of adjustment on the double folder attached to the press.

The Steck Company has always maintained a high degree of flexibility in its production, and since the personnel operating the press was capable of handling such an assignment, the only thing necessary was to determine the changes that would have to be made in the existing equipment to permit a two-color, two-side, two-web operation with coated stock. The investigation was started early in 1952 and the change was completed about six months later.

For two-color, two-web work, we recognized that a separate but smaller dryer would have to be installed between the second and third (Continued on Page 135)



### Litho Club Presidents

### BALTIMORE

Nathaniel Gamse Gamse Litho. Co.

### BOSTON

Herbert L. Borden Hub Offset Co.

### CHICAGO

Elton Baker John Dickinson Schneider

### CINCINNATI

Richard Fischer Cincinnati Litho. Co.

### CLEVELAND

George Wise Dugan-Mills, Inc.

### CONNECTICUT VALLEY

Robert B. Ervin Muirson Label Co.

### DALLAS

E. D. Malone Southwest Printing Co.

### DAYTON

Elliott McClelland Lithographic Service

### DETROIT

Erwin Stoetzer Natl. Rubber & Litho Plate

### HOUSTON

William Kauzlarich Baker Colorplate

### MILWAUKEE

Ernest S. Blaha Midstates Litho Co.

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### PHILADELPHIA

Walter Blattenberger Zabel Brothers Co.

### QUEBEC

C. R. MacAlpine Lawson Litho & Folding Box Co.

### ROCHESTER

Carl Goerbing
Rochester Folding Box Co.

### ST. LOUIS

Howard Phillips Con P. Curran Printing Co.

### TWIN CITY

Harold Smith Printing, Inc.

### WASHINGTON

Jack Blades Acacia Mutual Life Ins. Co.

### NATL. ASSN. of LITHO CLUBS

John F. Maguire Offset Engravers Assoc., New York

### NALC Detroit Program



OFFICERS of NALC, L. to R.: John F. Maguire, New York, president; Andy Balika, Cleveland, first vice president: Jack Blades, Washington, second vice president; Angelo Pustorino, New York, executive secretary; and W. O. Morgan, Chicago, treasurer.

Statler Hotel, Detroit Fri. and Sat., May 8 and 9 Preliminaries Thurs., May 7

THURSDAY, May 7

5-7 p.m. Advance registration. Reception for early visitors.

p.m. Council of Administration meeting.

FRIDAY, May 8 9:30-10 a.m. NALC Officers meeting. 10-12 Noon. Invocation, General business session.

12-1:30 p.m. Luncheon. Speaker-Robert A. Ritter, president Calvert Lithograph Co., Detroit.

3-5 p.m. Business session.

7-8 p.m. Cocktail party-Music (informal).

SATURDAY, May 9

9-10:30 a.m. Business session.

10:30-1:30 p.m. Round Table Forum Fred Siggins, Siggins & King, De troit, Moderator

Theodore Jaroski, Safran Printing Co., Detroit (equipment maintenance)

Andrew Balika, Copifyer Lithograph Corp., Cleveland (color reproduction)

Kenneth Criswell, Tri-Litho Plate. Detroit (artwork and layout)

Dr. Paul Hartsuch, Printing Ink Div., Interchemical Corp., Chicago (ink)

Charles Lufkin, Calvert Litho., Detroit (chemicals)

Bernard R. Halpern, Lanston Monotype Machine Co., Philadelphia (photomechanical composition) Bruce Bivens, Calvert Litho., Detroit

Dr. J. S. Dowdall, Minnesota Mining & Mfg. Co., St. Paul (presensitized plates)

Eugene Croteau, Bureau of Arts & Reproduction, Detroit (camera) Walter Kaiser, Edward Stern & Co., Philadelphia (camera)

Michael H. Bruno, Lithographic Technical Foundation, Chicago (re-

Litho Club News, a regular monthly feature of Modern Lithography, be gins this month on page 99.

John Kronenberg, S. D. Warren Co., Boston (paper)

Norman Rowe, Ideal Roller & Mig. Co., New York (rollers)

Al Clair, Eastman Kodak Co., Rochester (color masking and film) E, Gurin, Rapid Roller Co., Chicago

(blankets) Harry (Doc) Mueller, Litho Chemical & Supply Co., Lynbrook, N. Y.

(chemicals) 1:30 p.m. Luncheon. Speaker: Bud Guest (son of Edgar Guest) "News on the Sunny Side"

7 p.m. Annual Banquet. Eddie Casper's orchestra. Entertainment, Dancing. Adjournment

The Detroit Litho Club's convention committee stressed that attendance at the sessions is not limited to Litho Club members.

Erwin Stoetzer, National Rubber & Litho Plate Co., is president of the Detroit Litho Club, the convention host, and Dick Manley, ATF, is general convention chairman. John W. Murphy, Garrick Photo Supply Co., is in charge of registration. John R. Shutran, Mercury Litho Co., expressed the thanks of the committee for contributions of finance, time, and other services, made to the committee by individuals, litho companies and supply firms.

In connection with the convention, an exhibit of lithography is to be on view at the Statler Hotel, where all sessions are held.

A ladies program includes a visit to Greenfield Village, restored early American village in Dearborn, Mich., and luncheon at the Detroit Yacht Club. Belle Isle.

Registration fees are \$15 for a man, and \$26 for a couple.\*

# Letterpress

### and Lithography

T WAS in 1946 that our company — letterpress printers — got our feet wet in lithography. In fact, we went in all over; not equipment-wise, nor volume-wise — but trouble-wise.

We bought a country newspaper in a neighboring town. It was an offset pictorial, with a creaky Linotype, an ancient handfed folding machine, a second-hand Multilith with high school boy as operator, and an old 22 x 34 offset press. We also received some antiquated office furniture, and a huge empty safe, which may have been symbolic of the money which was to be lost.

In spite of our new management, and efforts to get the offset newspaper out at a profit, we lost \$150 per week. So we closed up, sold the equipment, except for the offset press, which we moved to our own plant. This old press turned out enough work to keep us in business while the letterpress work covered losses.

But offset work began to come in, as the salesmen found new incentive in it. The average dollar-value per job was larger in offset. In the years 1946 to 1949, the offset volume had grown to a size equal to our letter-press work. Since that time offset volume has gone ahead until it now leads our letterpress activity two to one.

Salesmen found that customers looked to offset to give them quality equal to letterpress while at the same time saving them money. The pressure was constantly on the production department to give customers

### Good personnel, supervision, and art direction are essentials when an offset department is added to letterpress

### By Robert Sanderson

Sanderson Brothers, North Abington, Mass.

both advantages. The salesmen were accustomed to building up the company as a quality house.

This growth of offset over letterpress in our plant possibly can be attributed to one factor which would not necessarily hold true in other plants. Our press units in letterpress were comparatively small, and not adapted to the longer runs which our offset department could accommodate, and, therefore, letterpress was not on a basis of fair comparison.

Another contributing factor which cannot be overlooked in any plant is that of personnel. Being letterpress men and knowing nothing about offset, we, of necessity, had to gather around us reliable personnel to carry on for us. This was not always easy. but as time went on, and it got to be known that Sanderson Brothers were in offset to stay, we were in somewhat better position to acquire good help. In this same category of personnel, we have found that the key to a successful offset operation is supervision. In offset, I think there is more room for buck-passing . . . one blames the copy—another blames - the platemaker the platemaker blames the pressman and so on.

We have found that if we, as man-

 Based on a talk before the Providence Club of Printing House Craftsmen, March 24, 1953. agers, could make one man responsible, we could eliminate a great deal of this buck-passing. We are very fortunate in having a very fine supervisor in "Bunny" Gramstorff, who has been with us for sometime. We can thank him for the high quality work that is coming from our offset department.

### Layout Versatility

There is still another factor in favor of offset. We have found that versatility in the handling of layouts and art work has enabled us to do a better selling job for offset than for letterpress. In this same respect. we have found that on rush work involving pictures and art, we can throw jobs of this nature together much faster by offset. While type is being set, drawings are being made in the art department; halftones are being shot; and all the ingredients come together faster. They get to press sooner than if we had planned the job for letterpress, involving engravers, electrotypers, and trade composition houses outside of the plant.

I do not mean that these suppliers do not give us good service. Quite the contrary. But when we can control all phases of production under our own roof, as we do in offset, we can offer faster service.

Charlie and the others in our art department are doing a fundamentally necessary job for us. Through him, creative ideas are originated and developed to the point where the salesmen have a much easier job of making the sale. Many times the rough layouts that the salesmen present to their customers are what clinch a sale. When a customer sees before him a layout that expresses just what he wants in his place of advertising, he's going to buy it, and when he is in the market again, he is going to come back for more. We have found our art department to be a wonderful aid to sales and try to use it as much as possible.

Aside from being a remarkably effective sales factor, the art department is a very necessary adjunct to the offset business. In the preparation of a job, it performs the function of marking up copy for composition, the sizing of photos, the pasting up of "repro" proofs, and doing all the needed art work. With an art department, you have an agency for pulling all the integral parts of a job together, by someone who has had an understanding of the job from the very beginning and



Robert N. Sanderson

knows just what should go into it. It has proven to us to be a very vital cog in our machine, and we intend to keep it with us.

These remarks about the versatility and speed of preparation of work by offset, might lead you to assume that we have virtually abandoned letterpress. But, if we weren't in letterpress, it is more than probable that we would have no composition department. With our composition department, we have our 'repro" proofs ready for camera in half the time it takes to get them outside-and, think of the nuisance it is when you have to go out for just a line or two of corrections. Particularly does this hold true when you are out in the country as we are.

Then, there is the case of the combination job, such as that for order blanks, printed by offset, but needing multiple perforations. We take them from the offset press and start running the perforations by letterpress, and quite often are making deliveries before the job is completely printed in the offset department.

Or, take the case of a catalog or price list predominantly made up of type, a typical letterpress job, However, the cover is to be on Antique or special-finish stock with a half-tone involved. We have the answer—run it offset. This has happened many times to our advantage.

Here is another good reason for having both processes in the same plant: there may be trouble of one kind or another getting the letterpress job to print properly. Either the ink doesn't cover, or, if you can get it to cover, you get offsetting. Rather than spend all day scratching your head or spending all week slipsheeting, take it off and run it offset.

Or, take the instance of having an offset job that needs varnishing and your presses in offset are running on a tight schedule - - · do the varnishing by letterpress. Or, if letterpress is up to its neck in delivery dates and has a great deal of work piling up, there are many cases in which you can run the job by offset—and, the next time the order comes in, you can be prepared to run that job wherever you choose or where it is most economical.

We at Sanderson Brothers like to think of quality as something more significant than that which shows up on paper as the finished piece of printing. We think of quality as that spirit of service which starts with our first contact with the job through the salesman. That same spirit of service is picked up along the line by each and every one of us in production. We feel that if the salesman has done his part to sell a job, it is our job to give him the best we have, for if we fall down in doing our part, it means the salesman will have to work that much harder to hold his customer. So, in every way possible, salesmen and workers try to keep in mind that the more we serve our customers, the more customers we are going to have, and the longer we are going to keep them.

It is these personalities and their ability to transpose from our plant to our customer's office their craftsmanship, their spirit in their work, and their willingness to serve, that constitute quality.

We find that by having under one roof all the facilities which we have, that we can really serve. When our customers need work in a hurry we can move and move fast. If they specify letterpress they can have letterpress, or if they specify offset, they can have offset. In other words, we are able to move in either direction—or both.

This is of definite benefit to the customer, as you can see. It is also a decided benefit to us . . . it gives us balance in production and leads to stability in our customer relations.

You might ask if we have experienced any disadvantages in having both processes under one roof. Just one, and that has not been too serious. That has been a personnel problem—a matter of men in one department not appreciating the manner in which the men in the other department operate. We have had some difficulties, but have attempted in every way to keep the overall plant morale up to a point where these somewhat petty feelings are not aggravated to any serious proportions.



### By Fremont Kutnewsky

Albuquerque, New Mexico

EW Mexico has made capital out of its colorful Indian vilages and scenic attractions for the past quarter-century, but offset printing, a natural medium for tourist promotion, didn't get going in Albuquerque, the state's largest city, until 1950.

But when it did, through the Ward Anderson Printing Co., Inc., an old concern under new management, a surprising demand for offset color printing broke loose in the community, and in two years the company was forced to move into larger quarters.

Since Albuquerque is not primarily an industrial center, the usual long runs on labels, brochures, circulars and sales helps for which offset is so well adapted were out of the picture. But a market was developed for colorful material appealing to tourists and prospective residents.

The Ward Anderson Company refrained from putting its eggs all in one basket. It held on to its good volume of letterpress business and didn't push offset on old customers. The management did, however, often figure a job both ways, including the cost of engravings, and then let the customer decide for himself. The color facility of offset versus the cost and delay of having engravings made, was enough in many cases to decide the matter in favor of offset.

More than that, offset brought accounts into the plant that had never patronized it before. Pleased with the service, more than a few of them remained with the firm and sent in their routine letterpress work too.

The company had dabbled in offset service for some years, but with old, outworn equipment. About all that accomplished was to help sell the idea of offset and spur local buyers of printing to seek more of it. The result was that an increasing amount of offset work was going out of town.

The new management, headed by

Thomas G. Summers, formerly publisher of newspapers at Roswell and Hobbs, N. M., took over the business in 1946, just in time to rise with a wave of post-war expansion that was to carry the city from 60,000 population to 150,000 in seven years.

Mr. Summers, his brother Robert, John M. Barber and J. R. Wilhite formed a new corporation and proceeded to give the old name a new meaning in the community. For this, nothing that they did was more dramatic or effective than their introduction of full-fledged offset printing service.

When they moved with 40 employees and much new equipment into a new \$65,000 plant last December they could boast of having the largest and most completely equipped printing establishment in the state.

One of the principal advantages of the new building was a segregated offset room where both temperature and humidity can be precisely controlled. In the former location the offset department had been in with the composing room. There wasn't a chance for any degree of proper air conditioning.

When paper stock came from the mills with moisture content suited to 45% relative humidity, it wouldn't be long, in New Mexico's high, dry climate, before it was as thirsty as a blotter. First time through the press it would riffle, stretch or shrink. This meant headaches to the pressmen and higher cost to the house. In the new plant, there's room in the offset department to store a carload of paper stock under carefully controlled temperature and humidity.

Other advantages of the new plant are acoustical tile ceilings and six inches of concrete underneath that half of the building—50 by 140 feet—where the offset and letterpress rooms and composing room are located. These departments are separated from the other side of the building by masonry partitions and heavy fire doors. You can't hear or feel the presses running in other parts of the building. Lighting in the offset room is by color filter fluorescent fixtures.

Over-all floor space in the 100-footwide tile and concrete building totals 12,000 square feet, and this may be increased to 21,000 square feet by using some free alley space at the rear, now convenient for parking, and adding another story over part of the building.

Offset has been a potent factor in helping the company expand its pullication business. It is now turning out 7 monthly magazines and three weekly and bi-weekly papers.

One of the magazines, Sun Trails, is published by an affiliate corporation, of which Mr. Summers is president, as he is of the printing company. This venture hinged on offset facilities, and was undertaken in 1950. It is a magazine depicting New Mexico current and historical. Covers and inside color pages are produced by offset, black-and-white pages by letterpress. While most of the circulation is at present in the Southwest, the aim is to go on national newsstands and help to spread the





Above: Two recent editions of the colorful magazine "New Mexico Sun Trails". Covers and color signatures are offset. Below: The company operates three small offset presses and a duplicator, and its own platemaking department.





# LNA Readies Chicago June Convention



BISHOP FULTON J. SHEEN, noted for his television programs, his books, and other activities, is to be the final inspirational speaker at the 48th annual convention of the Lithographers National Association, W. Floyd Maxwell, LNA executive director, has just announced. Bishop Sheen leads a list of speakers which the LNA announced for the three-day meeting, to be held in the Edgewater Beach Hotel, Chicago, June 16, 17 and 18.

LNA has chosen for the convention theme "Management's Responsibility Under the Free Enterprise System." A spokesman said that this theme recognizes the dangers presently threatening the American way of life, the overwhelming assignment of the present administration to work for its preservation, and finally, the plain fact that government cannot do the job alone but will need the support and assistance of business and industrial leaders. "In other words," LNA said, "men and management in the lithographic industry, along with others as American citizens, have obligations which cannot be satisfied by proxy."

During the course of four convention sessions, starting Tuesday, June 16, the program will unfold the main convention theme under the following headings:

- Management's Responsibility to Government. (Stephen F. Dunn, General Counsel of Commerce, U. S. Dept. of Commerce.)
- 2. Management's Responsibility

- in Public Relations. (Dr. Neal Bowman, staff member, National Assn. of Manufacturers.)
- Management's Responsibilities in Industrial Relations. (Prof. Leo Wolman, Columbia University, a member of the research staff, National Bureau of Economic Research. Former chairman, Labor Advisory Board, NRA, and a member of the National Labor Board.)
- Management's Responsibility to Management (Itself).
   (H. Ferris White, Jr., Booz, Allen & Hamilton, management engineers, Chicago: "Time Out for Self-Appraisal".)

Another speaker will be Clarerce Manion, former dean, School of Law, University of Notre Dame, Bishop Sheen will

- be the closing speaker on Thursday afternoon,
- Management's Responsibility to the Future of the Free Enterprise System. (Speaker to be announced.)

William H. Walters, LNA president, will open the convention with an address of welcome. Mr. Walters is president of the United States Printing & Lithograph Co.

The annual banquet is planned for Thursday evening, June 18. No golf tournament is planned this year.

Winners of the 3rd Annual Lithographic Awards Competition will be on exhibit during the convention.

LNA stressed that convention registration and attendance are open to anyone in the lithographing industry. Information is available from the association, 420 Lexington Ave., New York 17, N.Y.\*\*



Stephen F. Dunn



Dr. Neal Bowman

### Litho Was Never Like This

HISTORY of lithography, the likes of which never came out of a history book, features a recent direct mail campaign of Agency Lithograph Co., Portland, Oregon. Six folders, shown on this page, were mailed over a period of several weeks. As the copy indicates, lithography like this should never happen.

While these folders can speak for themselves, an earlier series of seven mailings, also in humorous style, featured headlines from national advertising campaigns "some with a bit of liberty."

Betty A. Lancaster of the company explains that the cards were sent only to agency personnel, one being mailed each Monday for seven weeks. One in the series was devoted to the Red Cross blood donor campaign.

The results from the campaigns were "all we could ask," Miss Lancaster reports. "Many calls were received from agency people, remarking about the cards, and many requests were filled for the whole series. Numerous agencies in Portland still have the cards on display on bulletin boards or somewhere in their offices."

The art work was by Jack Melchoir of Portland, and copy, planning, etc., by Miss Lancaster.\*\*



### A CHILD'S HISTORY OF

Chapter II

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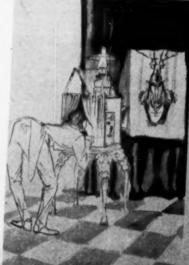
HIC TRANSIT OLORIA CAPITIS for today lithography another products tre. There's a median operandi for ever jab. Call in .... Agency Lithograph C 216 G. R. Chemid Avenue. Fl 5056



### A CHILD'S HISTORY OF POOR LITHOGRAPHY

Chapter III LOWER-PLATE WOBBLE

In YOUR job, don't risk OFF COLOR REGISTRATION. There's a right way to produce every job it's OUR JOB to know the answers ... Agency Lathograph Co., 116 S.F. Grand Avenue, Fl. 3058.

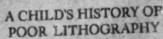


### A CHILD'S HISTORY OF POOR LITHOGRAPHY

Chapter IV EN MARCHANT

HEN Monsieur Audre Merdallort first sow his image inverted on the wall in 1832, he said, "L'etat—c'est moi". meaning "Goodness! what a state I'm in." This has been the hue and cry of his lithographic disciples to this day. M. Merdallort's camera obscura (or indistinguishable vision), the fuzzy image and the vision incroyable (or upside-downcut) are the heritage handed down to today's lithographers. As M. Merdallert said. "Apre moi le deluge"...or "From saw on, it is all a mess."

DON'T let your production be a la Merdallort ... there's a right way to produce every job. It's OUR JOB to know the answers. AGENCY LITHOGRAPH CO...



CHAPTER V

OTSEP TOTAL TABLE OF THE TOTAL THE T

march of scientific development down the corridors of time.

When production problems pyramid choice of fine papers makes the difference. It's OUR JOB to know the answers. Call AGENCY LITHOGRAPH CO., 216 S. E. Grand Avenue. FI 5058.

is "sortial" or "day-out the counts breed" — Bills harrying it is a "sortial to the Represent. Hearting don't know it offer.



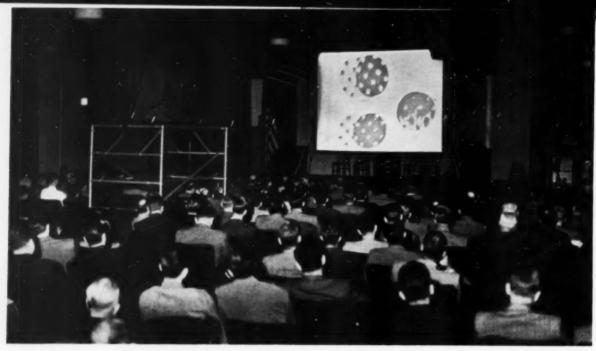
### A CHILD'S HISTORY OF POOR LITHOGRAPHY

Chapter VI

cincick Autgeweternies (1405 1402 A.D.) was a visionary Long before grinting become a word in your at idea is Autgeweternies' based. He thought should grinting in be know that governies' should grinting in backs. Later he was heard to mutter "Orosse Seelen dates with." at the Huster Kofficettatich flat discussed the first edition of Gittenberg's Bible. (Tr. quart, "I'l think of it yet") Through the course of confusion, any improvements in suproduction can be traced back to Heiserick. who probably thought about them.

Many modern lithographers are true disciples of lifeinrich... for they often think about good lithography. This accounts for the phrase current in our time; quote,

For lithography that is well-thought-out ... for the job that follows your thinking ... call the NGENCY ENTHOGRAPH CO. 216 S. E. Grand Avenue 21 5055.



Huge halftone dot images are shown on big TV projection screen at N. Y. Forum

### Big Screen TV Forum Held in New York

ITHOGRAPHERS from the whole northeastern seaboard area gathered in New York April 24 and 25 to witness a closed circuit television demonstration o'latest techniques in platemaking and presswork. The technical forum was sponsored by the Metropolitan Lithographers Assn. of New York, and was put on by the Chicago laboratory staff of the Lithographic Technical Foundation. About 350 persons attended the two-day event which was held in the New York Trade School on East 67th St.

The school's lithographic department, which has complete equipment for offset training, was used for the demonstrations in one part of the building, while those attending sat in the large auditorium and viewed the demonstrations on a screen as large as a commercial motion picture screen, RCA television engineers handled the transmitting details, and the image was projected on the big screen.

This was the second time that closed circuit RCA television has been used in lithographic demonstrations. The first time it was used was in Chicago last December at the Lithographic Technical Foundation's annual research meeting. The arrangement makes it possible for several hundred persons to view demonstrations close-up, and hear every explanatory word, where to show the actual demonstrations would require the handling of small groups and would require much more time,

The sessions were divided up into the general subjects of plates, paper and presswork.

After introductory remarks, a session on platemaking tips and problems was held Friday afternoon. This was conducted by Michael H. Bruno, LTF research manager, Ed Martin and George Jorgensen. They reviewed many new refinements in platemaking including such items as the Sensitivity Guide, new lacquers, and new surface treatments. It was stressed, however, that it is about as important to learn more about present procedures and controls as it is to develop new methods. A good plate, by any of several methods, should be able to withstand abuse.

it was said. Improved methods which they described, are producing plates that can take abuse, they declared. Advantages in multi-metal plates are that a single treatment improves both the printing and non-printing areas. This technique is coming closer to perfection for albumin and deep etch plates, too.

One of the causes of plate scum, they said, is the albumin left on the plate in non-printing areas. They showed how this tends to take ink after the gum wears off, and they showed treatments developed for removing this residual albumin. Even though it cannot be seen, they said, it still causes trouble.

Considerable interest was shown in LTF's new grainless plate, which is still in the development stage. In addition to a method for zinc, supplementary instructions also were given for aluminum, Detailed instructions were distributed at the forum, but have not been released for publication because they still are subject to revision as more plant experience is gained.

In general, the plates simply uti-

lize all of LTF's latest developments and recommended techniques, including Cronak and phosphate surface treatment, cellulose gum to carry water, and the new non-blinding lacquer to carry ink. Careful workmanship, clean work areas, and adequate work space are also essential. The actual platemaking techniques are very similar to those used for regular deep etch platemaking. The plates are not grained in the usual manner, but they must be de-greased thoroughly and roughened very slightly. This is done by manually scrubbing the plate with FFF pumice. LTF characterizes the workmanship that is required as similar to cabinetmaking compared to ordinary carpentry. The platemaker should know exactly what he is doing, why he is doing it, and the best way to do it, it was said.

Following this demonstration, in which Howard Watrous of LTF's technical plant service, participated, an open discussion on plate problems was conducted.

On Saturday morning Robert F. Reed and Gordon Wheeler conducted a TV session on "Troubles with Paper and How to Treat for Them." They presented highlights on handling paper, the reasons why it causes trouble, and ways for you to avoid trouble. Among the things that were demonstrated were LTF's Pick Tester, the wax pick test, the K and N

Ink Absorbency test, the Paper Hygroscope, the Register Rule, measuring the pH of paper, and several easy ways to determine the grain direction of paper. There was an opportunity to ask any questions regarding paper and other problems.

Following an intermission, Jim Martin demonstrated how to copperplate the steel rollers on a press with chemicals to prevent stripping on the press. It's done by pouring a special solution (developed by LTF) on the rollers after the press has been washed up. It was described as an easy technique that will practically stop all stripping troubles. (This

(Continued on Page 96)

Top row, L. to R.: Daniel Arvan, Metropolitan Assn. counsel, Edward Hansen, ALA Local I, and Bernard Rosenstadt, Ardlee Service, Inc., MLA president. Jack White, LTF staff: George McLaughlin, New York Trade School, John E. Cogley, association secretary, and Wade E. Griswold, LTF executive director. Howard

Watrous, LTF staff, and Dr. D. J. MacDonald, head of the Trade School Litho Dept. study press sheet. Lower: A group picking up press sheets run with LTF's new grainless plate. Right: Michael H. Bruno, LTF research manager, and Ed Martin of LTF staff, in front of TV cametas.



# 25,000 at Chicago Packaging Show

By H. H. Slawson

THE nation's packaging industry, in which printing processes play so large a part, converged on Chicago's Navy Pier April 20 to 23, to display new products and discuss ways for doing a better job in providing the commercial world with the packages essential to modern business.

The occasion was the American Management Association's 22nd national packaging conference and exposition. Some 350 exhibitors occupied two miles of display space on the upper floor of the long pier jutting out into Lake Michigan and attendance was placed at around 25,000 persons.

Within the past ten years an impressive number of new developments have been introduced into the printing operations of package producers, J. Homer Winkler, technical advisor, Battelle Memorial Institute, Columbus, O., declared at a Tuesday morning conference.

These developments, he said, have all come about through adoption of technical research by supply companies, equipment manufacturers and graphic arts producers. In increasing numbers, he asserted, these firms are all instituting research divisions or engineering departments or both.

"Today," said Mr. Winkler, "there are few large companies in the printing industries without technically trained personnel in their production and development departments."

"The idea of simply trying the addition of one thing or another in varying amounts to make an ink work better," he said, or to obtain a better roller, is no longer a satisfactory approach to the solution of problems in printing. The fundamentals involved in a given problem are now being attacked with scientific research methods. The application of scientific principles and laws is being made with the latest and best laboratory equipment and techniques. "Under this barrage of research know-how many of the problems have been ingeniously solved and others are slowly yielding."

Among recent new developments in the field of offset lithography he paid tribute to improvement in quality through use of bimetallic plates, presensitized plates, metal foil plates and web-fed equipment. He spoke of the renewed interest in dry offset, use of cylinder sleeves for continuous pattern printing and development of silk screen printing. Among other developments, he mentioned the invention of xerography, new photo typesetting machines, flexographic (aniline) printing from molded rubber plates, application of gravure printing to specialty stocks, labels, wrappers and boxboard, and numerous advances in letterpress opera-

Even greater improvements may be expected in the next ten years, Mr. Winkler forecast. "The number of technically trained men entering the graphic arts field is impressive," he said. "Their potential contributions are exciting to consider."

In this highly competitive marketing era, Walter S. Driskill, director and general sales manager, McCormick & Co., Baltimore, Md., asserted, the package could easily become the most productive salesman any organization could employ. It is absolutely essential, he declared, to have a "talking" package because, without benefit of human assistance, it must sell itself to the consumer, against other packages containing similar products and merchandised one next to the other.

"Where brand substitution was once the function of the retail sales person," Mr. Driskill pointed out, "it is today the function of the package itself through visual displays, point-of-sale advertising and the merits of the package. As a result, the package must be well designed, tailored to the product and capable of literally selling itself."

The part played by the label in self-service supermarket merchandising was stressed by F. C. Majorack, manager, product development dept., H. J. Heinz Co., Pittsburgh, Pa.

"With the sales clerk gone," he said, "only the package label can explain the merits of the contents, pick one variety from 150 competing packages and direct thoughts to weight, ingredients and suggested uses."

"Soft colors seem to be most popular at the moment," said E. A. Miller, vice president, Jewel Tea Co., Chicago, in reporting his company's experience in "the never ending job of finding the right package to suit everyone."

Packaging materials are being improved more rapidly than many packagers appreciate, it was pointed out by Douglas Kirk, mechanical research department. The Quaker Oats Co., Akron, O. He urged manufacturers to keep material requirements flexible, so that advantage can be taken of new developments. To get answers on materials he suggested going to the research and development departments of suppliers, to independent laboratories, to consultants and to others who package products.

Coated or laminated combinations of plastic films offer tailor-made sheets for practically any packaging job, Chas. M. Woodcock, General Foods Corp., Hoboken, N. J. reported. He discussed the characteristics of the basic types of packaging films and appraised their usefulness for different products. Use of combinations of film with a paper base, he said, has become so extensive that

it constitutes a major trend throughout the packaging industry.

Rossotti Lithograph Corp., North Bergen, N. J., made their first public showing of a newly developed "Vibratone design" for producing 3-dimension effects on packages. Jerry Foley, sales promotion manager, explained that this is achieved through use of background pattern effects of a distinctly different texture from the pictorials and solids. Because the pictorials are in 133-line screen and the background of coarser texture, this emphasizes the pictorial, the brand name and other major copy, giving the printing a third dimension effect, he said. All Vibratone color effects, he stated, are achieved by 4color lithography and, by eliminating old methods of background tints and solids, fidelity of color is maintained, so that no variations appear from run to run or even in the same run. Also released at the Chicago show was the first issue of a new Rossotti promotional piece, the "Sales Service Mer-

Milprint, Inc., Milwaukee, Wis., built their display around the theme "Color Compels-Design Sells." To emphasize color, Bradford Haywood, director of art and package design had created a "Colorama" whose basic idea was borrowed from the "mobiles" now so popular in the serious art world. As the mobile spins around, myriad designs of all possible combinations of the three primary colors appear on a screen, while Mr. Haywood and his sales staff stand by to explain how correctly selected color becomes a visual invitation to the purchaser of a pack-

U. S. Printing & Lithographing Co. emphasized their folding carton manufacturing services, but included in their large display everything from tiny labels to a 24-sheet poster.

The Meyercord Co., Chicago, featured their new "Kwik-Strip" 3-color decalcomanias which can now be applied automatically to flat bottles by a newly developed labeling machine, used by manufacturers of cosmetics and other products. Also promoted was a new Meyercord ceramic "Thermo-cal" label and decoration which can likewise be applied by ma-

chine to round, tapered or flat bottles.

Inks for the package printer were presented to the exposition visitors by Interchemical Corp's IPI Printing Ink Division, Sinclair & Valentine Co., Bensing Bros. & Deeney, Crescent Ink & Color Co. and various divisions of Sun Chemical Corp. Paper mills presented their varied lines of boxboard and paper for packaging and labeling purposes.

Among trade associations making group displays on behalf of their members were the Envelope Manufacturers Association of America and the Folding Paper Box Association. General Research & Supply Co., Grand Rapids, Mich., represented silk screen printers with a display and demonstration of the new "General" silk screen press for labels, decals, daylight fluorescent applications and other uses. \* \*

### Craftsmen Announce Dallas Program

A PROGRAM designed to meet the needs of the smaller print shop has been outlined by C. M. Gober. Dallas program chairman for the International Craftsmen convention to be held September 13, 14, 15 and 16 in Dallas, Texas. Plans have been made to register Craftsmen who attend the 34th annual convention on Sunday as well as on each day of the convention.

Beginning with the first official session Sunday evening and right on through the Dinner Dance Wednesday evening, the program has been outlined.

On Monday, September 14, beginning at 9 A.M. with the business session and a keynote address, there will be a clinic on "New Developments and Methods" conducted by Homer Winkler. At noon, the "Club Management Luncheon" will be conducted by Henry Schneider, third international vice president. In the afternoon, clinics on "Letterpress Plates," and "Offset" will be held. Lee Augustine will handle letterpress and Tom Mahoney will be in charge of the offset clinic.

On Monday evening a rodeo, barbecue and square dance at the Ray Wood's Ranch are scheduled.

Tuesday will find the Craftsmen engaging in a new clinic — "Silk Screen." In the afternoon, Tommie Tommasini will conduct the "Club Operating" clinic. Of further interest on Tuesday afternoon, are clinics on "Makeready" and "Pre-Makeready" and "Profitable Small Shop Operations." Another evening of western

style entertainment program has been arranged for the men only at the Longhorn Ranch.

For Wednesday, along with many reports, a program on "Printing Week Celebrations" will be under the direction of Fred Voiland. Afternoon clinics on "Composing Room Management" directed by Howard N. King. and on "Air Conditioning" by Royce N. Kent will wind up the business.

On Wednesday evening, the dinner dance with entertainment will end the convention.

Under the direction of Mrs. Bud Moore and Mrs. Raymond Rushing, the Dallas Ladies Auxiliary is planning events for the ladies.

On Monday the ladies will be entertained at a luncheon and ice show in the Hotel Adolphus. That evening is the rodeo, barbecue and square dance.

The ladies will be taken on a sight seeing trip around Dallas on Tuesday, and will stop by the home of Mrs. Max Clampitt for tea. Later, they visit the State Fair Grounds, and will see the Cotton Bowl, and enjoy a box lunch on the banks of the Lagoon. Tuesday evening they will attend a famous Neiman-Marcus Award Style Show—staged especially for them.

Wednesday morning they will breakfast at the Town and Country restaurant. The rest of the day is open—until the banquet.

Homer L. Green, Wilson Engraving Co., is general convention chairman.



# LNA Awards Exhibit Ready for Opening



WINNING entries in 44 classifications in the annual Lithographic Awards Competition will be announced May 18th at a preview opening of the exhibit at the gallery of the Architectural League, 115 East 40th Street, New York. An illustrated catalog will be published and distributed and will be mailed to all advertisers listed in the Standard Advertising Register, and also to all advertising agencies in the Agency List.

The exhibit will be open to the public from May 19 to 29.

The Lithographers National Assn., sponsor, states that 197 award winners were selected by the various

Some of the award winners: Top—Chrysler catalog, first award in catalog classification, by Regensteiner Corp., Chicago. Candy Cupboard—First place in flat plane displays, by Einson-Freeman Co., Long leland City, N. Y.

Wilson—First award in counter merchan-

Wilson-First award in counter merchandisers and displays. By Excello Press, Inc., Chicago. Stationery - This is a second place winner in the matched stationery class, by Inland Lithograph Co., Chicago. teams of judges, each team made up of experts in their particular fields.

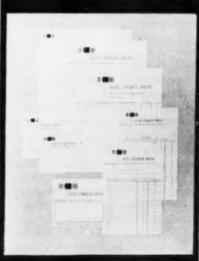
Interest on the part of advertisers and agencies in the LNA annual competition was notable. More accounts entered material than did lithographers, but the quantity of the entries was predominantly from the producers.

Noticeable was the amount of lithographed material from the automotive and pharmaceutical fields; also the increasing use of light or motion in display material.

After the initial showing in New York for two weeks, the LNA exhibit will be shown at the LNA convention in Chicago in June (Edgewater Beach Hotel, June 16-18), and then a traveling exhibit will be shown in the principal cities of the country under sponsorship of local organizations and LNA members.

The June issue of Modern Lithography will carry full details of winners.\*\*







### New Developments Form Steady Parade

NEW developments, brought about by scientific research, either private or cooperative, are announced from time to time in our industry. These developments, whether a product or a process, whether entirely new, or a refinement of something presently in use, all must undergo the rigorous and critical testing of practical craftsmen in the shop. Some have already passed these preliminary tests, while others may be in the midst of them.

More such developments are being presented at the annual meeting of the Technical Association of the Graphic Arts, being held in Washington at press time. (Abstracts were published in April, further report in June.)

Following is a "round-up" of a few new lithographic developments which have been introduced to the rigorous testing of practical craftsmen during the past few months. Most of these have been presented here earlier, but this brings some of them up-to-date.

### Spectral Color Correction

Color correction through the use of spectral principles is coming closer to commercial application with testing of William C. Huebner's Prismatic Color Corrector. This new device has been described at several meetings, most recently at the New York Section, Technical Division, Photographic Society of America. Color correction and under-color removal are the principal functions of the new system.

Superior separations are claimed because of under-color removal and the elimination of the use of tri-color filters. Natural prismatic colors are used for the separations by means of a straight line spectrum.

An adjustable slit is placed in front of the spectrum. By moving the slit, different parts of the spectral band may be selected for exposing the copy. Copy thus is illuminated by pure colored light instead of filtered white light. Use of such a light source is claimed to reduce errors due to filter imperfections.

### Camera Color Correction

A reversal color reproduction method, the McCorquodale-Gresham Process introduced in the U.S. last year, permits screen positives to be made directly from color originals. It is said that during the reversal process both tone reproduction and color corrections are effected.

The advantages of the process are

reduced retouching, reduction in amount of photographic materials used, and speedier production.

The McCorquodale-Gresham Process has been evolved over a period of three years of intensive experimentation — (British and foreign patents pending), and now is said to give a complete four-color set of screen positives from the original in six hours by one operator working alone. Two operators can make two, four-color sets on one camera in one working day.

The process is highly standardized, and the requisite exposure computations are made on a calculator, after determining highlight and shadow densities of the original.

It is said that no unusual knowledge is required of the operator, but a rigorous routine must be followed. Only five plates need be used to make a set of four-color screen positives, with the essential corrections made during the reversal. Transfer results are claimed to compare favorably with those normally obtained by masking methods and contact screen, "while the photographic work is hardly more than is needed to make a straightforward set of screen negatives and contact positives."

Elimination of the pitfalls of mask-

ing is made possible by rendering color correction a "built-in" feature of the process. Little extra equipment is required to utilize the process. A dark-room camera is considered best, equipped with an integrating lightcounter, for the control of exposures.

A British abstract describes the process as follows:

"A screen negative exposure is made in the ordinary way; the negative is developed in a color developer and the silver image is bleached without removing the silver halide from the originally unexposed areas. The plate is replaced in the camera without the screen and given a second, positive forming, exposure, partly to the original and partly to white paper. The positive image is developed to silver in a high contrast developer and the plate is fixed to leave a silver screen positive and a dye screen negative in complementary areas. Finally, the dye image is removed and the remaining screen positive has tone reproduction characteristics which match theoretical requirements very closely. In color reproduction, the screen negative exposures are made through the usual color filters but the positive-forming exposures are made in the camera to the original through filters of different colors from the negative exposures. This results in simultaneous tone and color correction."

The method is being demonstrated in Long Island City, N. Y.

### City, N. Y. New LTF Plates

Two innovations in platemaking, announced recently by the Lithographic Technical Foundation, are creating interest in the trade. These are the grainless plate, and the copper-aluminum plate. Tests have shown that gratifying results are possible in the making and use of both of these plates, which are now being tried out more widely in the industry.

Platemakers, from the early years when zinc superseded stone, to the present, have considered graining as an essential pre-requisite of quality printing. When ponderous slabs of zinc were first tried, lithographers were impressed by the ink affinity of this metal, but many difficulties were encountered in making this metal surface accept water. Graining was

the solution. Zinc was not used much until the rotary press came into use about J900.

While these present new developments, thus far, do not equal the contributions made by LTF in albumin and deep etch plate improvements, they do hold potentialities. With the cost of materials and labor up, both of these plates permit some economies. More will be known on this when reports are in from current widespread tests.

### **Grainless Plates**

Ungrained LTF plates have been turning out work of the finest quality currently. Platemakers desirous of getting into production of grainless plates will find little difficulty doing so if methods recommended by the Foundation's instructions are followed carefully. Good working conditions, dependable materials, and close attention to the essential procedures prescribed, will result in highly satisfactory results.

The full details of the progressive steps cannot be given here, but are available from LTF. They include the application of both the Pre-Cronak and Post-Phosphate treatments, cellulose gum to carry water, and non-blinding lacquer to carry ink. These are essential components in the making of grainless plates. Platemaking finishing methods are similar to the procedures required for regular deep-etch platemaking. The plate first must be thoroughly degreased by rubbing the surface of the plate with FFF pumice.

For the proper use of Cronak, it is well to follow LTF's Bulletin #802. The procedure for the progressive steps from coating the plate, to final etching and gumming are approximately the same as those employed for regular grained plates.

Success in printing from grainless plates demands additional care, with accurately set rollers and careful packing as *musts*. Grainless plates use much less fountain solution than grained, deep-etch plates, and also require less ink.

### Aluminum-Copper Plate

The bi-metal copper-aluminum plates now are undergoing thorough testing in litho plants throughout the country. Aluminum and copper combination plates are not new. In 1904, a patent was granted for an aluminum plate, coated with copper. A British patent also was granted some years ago, on the combination. But a satisfactory method of combining the two desirable metals was elusive.

After a long, experimental period, LTF came out with a practical method, whereby copper was plated on aluminum. The value of the process was enhanced by its simplicity and low cost, permitting its widespread employment in plants throughout the country. The creators of the process have available full details for circulation among the trade. Two, main requirements of the process are stressed:

1. The aluminum plate must be thoroughly clean.

The surface to be electro-plated must be lightly scratched.

(Details on how to make these aluminum-copper plates were published in *Modern Lithography*, Dec., 1952, starting on page 51.)

Time - Life's Printing Developments, Inc., announced in March that these bi-metal plates were being tested rather extensively in collaboration with LTF. The plate processing studies are just about finished, it was said. Plates were being sent to some 80 lithographing plants for testing under commercial conditions.

The cooperating firms were asked to use the finished plates on long run, difficult jobs. After completion of the runs, copies of press sheets and complete or partial original plates were to be studied. Results of these tests are now being received, with most yet to be heard from.

The future for the copper-aluminum plate looks bright. One printer reported 2.750,000 impressions from the same plate, with over seven runs, on a web press. Another plate broke at the clamps after its third run, and 1,600,000 impressions. In both cases, the images were still clear. When all reports are in and analyzed, it is believed the practical nature of this copper-aluminum plate will be established. Steps are being taken by Printing Developments, Inc., to supply future users with these plates to maximum sizes. To date, it has been available up to 36 inches.\*\*



These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation. Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

Since some of the abstracts are from abstract journals, LTF cannot furnish photostats of all of the original articles. If the title is marked with an asterisk, LTF has no further information than that contained in the abstract itself. Inquiries about these items should be sent direct to the source that is named. If you want copies of U. 5. Patents, write direct to the Commissioner of Patents, Washington 25, D. C. Send twenty-five cents for each patent desired. Make checks or money orders payable to "Treasurer of the U. S."

### Abstracts of Current Literature in the Graphic Arts

If the title of the abstract is not marked with an asterisk, LTF can supply photostats of the original article. The charge is sixty cents per page plus six cents postage. Orders from companies or individuals who are not members of LTF cannot be filled until payment is received. Orders with payment enclosed receive immediate attention.

Foreign patents may be obtained as photostats from the Library of Congress, Washington, D. C.

LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers." These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, III.

Photography, Tone and Color Correction

\*Process of Preparing Tricolor Sep-U. S. Patent 2,628,901. Herman H. Duerr. Official Gazette 667, No. 3, February 17, 1953, page 714, 1. In the process of preparing tricolor separations from an exposed multilayer color film comprising a support bearing superimposed silver halide emulsion layers and being sensitized respectively to the blue, green, and red regions of the spectrum, the blue sensitive layer being outermost and being devoid of color former, and the green and red sensitive layers each containing a color former fast to diffusion and capable of reacting with the oxidation products of an aromatic primary amino developing agent to yield a dyestuff image. The improvement comprises contacting the outermost layer of said film with an auxiliary film comprising an impermeable support bearing a colloidal layer containing a member selected from the group consisting of an alkali sulfide, stannous chloride, colloidal silver, colloidal silver sulfide and colloidal gold sulfide, while forcing the colloidal layer of said auxiliary film firmly against the surface of the blue sensitive layer of the multilayer film in the presence of a developer-fixer solution for a sufficient length of time to cause the developerfixer solution to develop the negative image in said blue sensitive layer, to dissolve the residual silver halide of said layer and transfer it to the colloidal layer of the auxiliary film and effect reduction of said residual silver halide in said colliodal layer, stripping off and washing the auxiliary film containing the

blue record, processing the multilayer film by color forming development with said aromatic primary amino developing agent, bleaching and fixing it to a negative containing the red and green records respectively, and printing said records onto separate sensitized film with sharp cutting filters.

\*Camera Lens Board and Means for Controlling the Same. U. S. Patent 2,625,851. Herbert Gelb, Official Gazette 666, No. 3, January 20, 1953, page 715. 1. A lens board; a lens mounted thereon; a flashlight; a bellcrank pivotally mounted on said lens board and having said flashlight mounted on one leg of said bell-crank, said bellcrank being so mounted that oscillation thereof on its pivotal axis moves said flashlight into and out of register with said lens; a shaft journaled on said lens board; an eccentric rotatably effecting oscillation of said bellcrank; motor for rotating said eccentric; a switch for stopping said motor; a cam mounted on said shaft for actuating said switch once each half revolution of said shaft; and another switch for turning said flash-light off and on, said last named switch being actuated by said other leg of said

The Case for Colour Masking, Frank H. Smith. The Process Journal No. 4, Winter, 1953, pages 16-18 (3 pages, one of which is an illustration). At Bolt Court the advanced photo-engraving negative making class prepared a set of masked and unmasked separations of a piece of linoleum. Two illustrations show the differences in color reproduction from the two sets of negatives.

Letter to the Editor: "The Theory of the Halftone Screen" From Dr. V. G. W. Harrison. Process Engravers Monthly 59, No. 707. November, 1952, pages 330, 333 and 340 (3 pages). Dr. V. G. W. Harrison comments on a review by W. J. C. Hislop of his paper on "The Theory of the Halftone Screen". He expands on several points criticized by the latter, and claims that halftone dots calculated by his theory correspond much more closely than is given by the penumbral theory and somewhat more closely than is given by Yule's treatment.

W. J. C. Hislop Replies to Dr. V. G. W. Harrison (Letter to the Editor). Process Engravers Monthly 59, No. 708, December, 1952, pages 361-2 (2 pages). In reply to Dr. Harrison's letter in the November, 1952, issue, W. J. C. Hislop continues their discussion of Dr. Harrison's paper on the theory of the halftone screen. Hislop describes an experiment which demonstrated that the shape of the wavefront can be ignored for all practical purposes.

### **Planographic Printing Processes**

Finishing and Running Lithographic Plates. Charles W. Latham. American Printer 134, No. 1, January, 1953, pages 34-5 and 58-62 (7 pages). Continuation of a previous article on albumin plate-making, covering the finishing steps of platemaking, namely, preservation of the plate with asphaltum. The proper technique of application of a thin coat of asphaltum is discussed. Care of plate for storage purposes after being removed from press is also discussed. Ten reasons for blind plates are given, and if proper techniques are used, blind plates can be avoided. Use of lacquers on albumen plates is discussed. Handling of plates on press, as to etcling, gumming, and final storage after run, is mentioned. In running of plates, the all important things to remember are the minimums: minimum amount of fountain, minimum amount of ink, and minimum amount of

\*Method of Conditioning Brightening Baths. U. S. Patent 2,625,468. Stanley R. Prance and Harold J. Reindl. Official Gazette 666, No. 2, January 13, 1953, page 549. 1. In the method for brightening aluminum and aluminum alloy parts in a chemical bath and simultaneously maintaining the effectiveness of the bath wherein the bath consists essentially of an aqueous solution of nitric acid together with the ions of ammonium and fluoride, a metal and chromic acid and a carbohydrate, the steps comprising; dipping aluminum and/or aluminum alloy parts into said bath for brightening the surface of said parts, removing between .004 and .01 of a gallon per gallon of said brightening bath for square foot of aluminum and/or aluminum alloy treated therein, and adding new solution of the same composition as the initial bath in equal quantity to the removal, whereby the brightening action of the bath is maintained substantially constant.

\*Process of Fixing Lithographic Diazotype Printing Foils Which Have Been Exposed to Light. U. S. Patent 2,626,866. Wilhelm Neugebauer and Jakob Barthenheier, Official Gazette 666, No. 4, January 27, 1953, page 1059, 1. In a process for making a lithographic printing material, from photosensitive material sensitized with a light-sensitive diazo compound which upon exposure to light decomposes into a fatty ink-receptive substance, by exposing the photosensitive surface of said material to light through an original, the fixing method comprising the steps of treating said exposed surface of the material with an aqueous solution containing a water soluble organic colloid substance to coat said exposed surface of said material with a layer of said water soluble organic colloid substance and subjecting said coated material once more to the action of light without using an original, whereby said material will be no longer capable of being affected by light but upon removal of said water soluble organic colloid substance said material will be capable of functioning as a lithographic printing

\*Corrosion Protected Zinc Products and Method of Producing Them. U. S. Patent 2,631,951. Allan E. Chester. Official Gazette 668, No. 3, March 17, 1953, page 798. 1. A process of coloring zinc and of protecting it against corrosion which comprises treating a zinc surfaced article with an amount of an aqueous solution consisting essentially of chromic acid, ammonium persulfate and trifluoracetic acid sufficient to form a uniform bronze colored film on said article.

Paper and Ink
The Care and Storage of Offset Inks.
Philip Duffy. National Lithographer 60,
No. 2, February, 1953, page 26. Offset
inks should not be stored in excessively
hot or cold places since low temperatures
cause inks to increase in body and become thixotropic, and high temperatures
accelerate livering. Time improves ink
quality since pigment becomes more thoroughly wetted by the vehicle. To avoid
ink skin, ink in partially empty tins
should be covered with paper, water or
varnish.

\*Discoloration of Ink. F. J. M. Wunekus. Verpakking 5, 3, November, 1952, pages 137-8 (two pages) (in Dutch). It was concluded that blue fades in daylight, particularly if combined with a high temperature, a dry atmosphere and if in contact with cellulose film. Discoloration can also occur after some time and without light. Brown tends to revert to red because of the fading of the blue. Green fades only with ethyl alcohol or chlorine. Discoloration was stronger where printed matter had been in contact with cellulose film. American Ink Maker 31, No. 4, April, 1953, page 40. Through Printing Abstracts Number 23.

The Care and Storage of Paper, L. E. Kussow, National Lithographer 60, No. 2, February, 1953, pages 28-30 (3 pages). Losses due to improper paper packaging, improper handling and uneven moisture content are discussed. These losses can be avoided for the most part by selecting

### Shaffer Heads TAGA

Richard Shaffer, Pratt Institute, Brooklyn, and a lithographic consultant, was elected president of the Technical Association of the Graphic Arts, April 28 at the group's annual meeting in Washington, D. C. He succeeds John McMaster, Eastman Kodak Co., Rochester, N. Y.

G. L. Erikson, The Braden Sutphin Ink Co., Cleveland, was elected first vice president; Dr. Paul J. Hartsuch, Printing Ink Div., Interchemical Corp., Chicago, is second vice president; and George Hammer, Forbes Lithograph Mfg. Co., Boston, is secretary-treasurer. Frank Preucil, Chicago Rotoprint Co., was added to the board.

Some 17 papers were presented at the two-day meeting at the Wardman Park Hotel, while a third day was spent in visiting the Government Printing Office, Navy Hydrographic Office, Bureau of Printing & Engraving, Judd & Detweiler, Army Map Service, Waverly Press and Crown Cork & Seal Co. The latter two plants are in Baltimore. TAGA decided to hold its 1954 meeting in Milwaukee.

(Detailed report next month.)

papers designed to resist dimensional change and which are properly packed. Also, paper packages should be brought to pressroom temperatures before opening and should not be opened until ready to run. Paper should be conditioned if it is too far out of balance with the pressroom. It should also be wrapped while awaiting further printing.

Methods of Measuring the Drying of Inks on Paper: The I.G.T. Drying Time Recorder. J. H. Monroy. International Bulletin for the Printing Trade 61, July, 1952, page 29; discussion, page 30. The recorder consists of a drum rotating at a rate of one revolution per 48 hours. The freshly printed strips are wrapped around the drum and fastened with spring clips. One side of a blank sheet of paper, to which ink is transferred, is fastened to the drum; the sheet is dragged along with the rotating drum. An arm supporting a steel ball with a diameter of 3.2 mm. moves to and fro parallel with the longitudinal axis of the drum. The pressure exerted by the ball

is adjusted by means of a weight at values between 50 and 135 g. The blank sheet comes into contact with the printed strips only when pressed against them by the ball. This prevents blurring. The drying time is expressed by the distance between the top of the strip and the point at which transference of ink is discontinued. Printing Abstracts 7. No. 10, October, 1952, page 487.

Ink Drying: General Introduction. W. H. Banks. International Bulletin for the Printing Trade 61, July, 1952, pages 14-15 (2 pages). The two classes of phenomena which govern the drying process as a whole-drying as determined by purely physical variables such as capillarity and drying by oxidation as affected by chemical processes-should be kept distinct. The first of these classes is discussed: the rate of the process of filtration and the equilibrium distribution. It is also necessary to elucidate the influences imposed by the printing process or materials on the process of oxidation. Further the measurement and definition of drying times on paper should be discussed. Printing Abstracts 7, No. 10, October, 1952, page 485.

How the New Synthetic Offset Inks Can Help the Litho Printer. G. J. Ball. British and Colonial Printer 152, No. 2, January 9, 1953, pages 42 and 44 (2 pages). Synthetic varnishes can be prepared to disperse hydrophilic pigments in such a way that water-in-oil emulsions form only with difficulty, reducing emulsification. Higher pigment concentrations are possible making an ink of greater strength which allows a thinner layer of ink to be applied which then assists in drying and set-off prevention. Higher finish is also possible with these inks.

\*Gloss Inks. John Ondeck. American Pressman 52, No. 7, 1952, pages 58-60. The paper requirements for good gloss ink printing are: the paper must have (1) an affinity for ink, (2) resistance to varnish permeability which would otherwise cause the ink to dry flat, (3) resistance to curl, and (4) sufficient strength so as not to tear out at the grippers in view of the strain imposed on the paper by the tackiness of the varnishes in the ink. Satisfactory printed results can be obtained with composition, coated or rubber rollers although it is the general consensus of opinion that composition rollers handle gloss inks best. If rubber rollers are used, they should be pre-treated with petrolatum or other greasy substances in order to saturate the surface. At least 200 impressions should be run before checking for shade. Gloss inks tend to appear weak in color immediately on printing, but darken and become stronger as the sheet dries. Maximum gloss can be obtained by running the job without heat, depending on a static neutralizer and spray gun to eliminate offset. If the tack of the ink must be reduced, kerosene should be used, but this should be done only after the press is warmed up and then only sparingly. With correct ink and good press conditions, it is possible to stack sheets 5,000 high, without rehandling and without danger of sticking or offset, when printing on a rotary fourcolor press. If the sheet is to be overprinted, the ink maker should be advised in order that necessary change in formulation may be made although this may result in a less glossy print. American Ink Maker 30, No. 12, December, 1952, pages 38 and 41. American Pressman is published by International Printing Pressmen and Assistants' Union of North America, Pressmen's Home, Tennessee.

### Lithography—General

Day to Day Care of Air Conditioning Systems. B. Offen. National Lithographer 60, No. 2, February, 1953, pages 38-9 (2 pages). Preventive maintenance is described. It covers air filters, controls, air washer cooling systems, heating and cooling systems, mechanical features, and cleanliness.

Day-to-Day Press Care. Roy P. Tyler. National Lithographer 60, No. 2, February, 1953, pages 32-4 (3 pages). Machinery to operate efficiently must be properly maintained. Efficiency of operation results in greater production, thus maintenance is all important. Day-to-day care will result in less loss of time, and will prolong the life of the press. Worn parts should be watched for and replaced immediately, lubrication should be performed faithfully and properly, and cleanliness should be practiced. Discussion of these major categories of press maintenance is made, and if they are put into practice, the productivity of your machine will rise.

The Day-to-Day Care of Offset Blankets. E. Gurin, National Lithographer 60, No. 2, February, 1953, page 27. Extreme care is used by manufacturers to make the best lithographic blankets. The best fabric is chosen, very fine layers of rubber are laminated to make a more uniform and compact surface, then the blanket is vulcanized under scientific and well controlled procedure before it is ready to be used. Today more and more synthetic inks are being used, thus formulation of blankets has reached an important point of consideration and ink manufacturers and blanket manufacturers must work closer together. The pressman must care for the blankets by 1. remembering minimum pressure between plate and blankets, thus preventing embossing of blanket, minimum squeeze between blanket and impression cylinder, and 2. using a good wash in cleaning up blanket with the minimum amount of solvent necessary to do a good job. Recommended petroleum solvents in boiling range of 190° F. to 265° F. if allowed by local fire regulations, or mineral spirits boiling range between 300° and 400° F. Do not use turpentine, carbon disulfide or carbon tetrachloride on blankets. If glaze is bad, a lye solution can be used to remove it. A little daily care will prolong the life of your blankets.

Day-to-Day Care of Rollers. E. Byron Davis. National Lithographer 60, No. 2, February, 1953, page 31. Proper care of rollers will eliminate time losses in press shut downs. All plants should have someone responsible for proper care of rollers, and have a place where this person can properly do his work in caring for the

rollers. He should not only have space available, but supplies like lye, cleaning fluids, brushes, fine steel wool to use in caring for the rollers. All roller manufacturers issue recommended instructions for their rollers, and these should be displayed in this roller maintenance area. A little time spent on the rollers at regular intervals will prolong the life of them. Rollers should be rotated periodically, inspected so as to catch any imperfections before serious damage is done.

Gear Streaks. James McNamara. National Lithographer 60, No. 3, March, 1953, pages 38-39 (2 pages). Function of gears in presses is to provide means for maintaining uniform surface speeds, thus enabling a clean, sharp, undisturbed image to reproduce. Gear streaks usually show on the blanket first, and may be caused by factors other than gears. Causes of streaks are discussed and the methods of correction are suggested. Proper maintenance and lubrication of all moving parts as well as gears will go a long way in prevention of gear streaks.

Air Conditioning Problems in Lithographic Plants. Charles F. King. Inland Printer 130, No. 6, March, 1953, pages 48-9, 52-3 and 85 (5 pages). Air conditioning for lithography has a great number of problems peculiar to it: 1. Temperature and humidity tolerances for the various parts of the plant are not known; 2. Generally, technical men capable of telling the air conditioning engineers what will be required are not available; and 3. Loads and load requirements for air conditioning platerooms and pressrooms are not well known. Various reasons why lithographers have been disappointed in the results of air conditioning are given.

The Inhibition of Drying of Lithographic Varnishes by Acid and Salt Solutions. R. R. Coupe. International Bulletin for the Printing Trades No. 61. July, 1952, pages 32-9 (8 pages). Phosphoric acid and phosphates, sulphuric acid and acid sulphates have marked inhibiting effects, which can be contrasted with the nitrates and chlorides which have little effect. Qualitative extraction experiments failed to show any difference between these groups, but we have shown that cobalt nitrate and chloride are themselves slightly better driers than the sulphate and phosphate. It may be that this difference is due to variations in the partitioning of the cobalt between the aqueous phase and the oil phase, and if this is so, the question is raised as to whether cobalt nitrate would be a useful addition to the fountain solution. Without further work, no general recommendation can be made, but it should be remembered that the effectiveness of cobalt nitrate as a drier is low and the partitioning would in any case be determined by the amount of cobalt already in the varnish. From the printing angle, there is no good reason why inorganic salts are required in the fountain solution, and our general conclusion is therefore that these should be omitted.

### Graphic Arts-General

\*Portable Electrophotographic Powder Image Transfer Mechanism. U, S.

Patent 2,626,865. Clyde R. Mayo and Robert W. Benson, Official Gazette 666, No. 4, January 27, 1953, page 1059. 1. A portable electrophotographic powderimage transfer mechanism comprising a carriage movable over a sheet of transfer material and including rolls coextensive in length with the width of the carriage and having continuous contact with the transfer material perpendicularly of their path of movement, and electrical discharge means comprising corona discharge wires connected to an external high voltage source and mounted on said carriage above the lowermost portions of the carriage entirely between said rolls whereby the electrical discharge means is movable in a selected path and over any portion of a sheet to which a powder-image is to be transferred whereby the sheet of transfer material is engaged and held throughout its width by said rolls.

\*Photothermography. Printing Sheet and Printing Ink Therefor. U. S. Patent 2,629,671 Alexander Murray. Official Gazette 667, No. 4, February 24, 1953, pages 1006-7. 1. The method of printing onto paper which comprises (1) coating onto a flat support a uniform layer of ink which absorbs heat producing radiation and converts it to heat and which contains a coloring material and a vehicle which is an organic compound selected from the group consisting of benzophenone and methyl o-benzoylbenzoate, said ink containing no material other than said vehicle melting within 20° C of the melting point of the vehicle and which ink both in its solid state below the melting point and its liquid state immediately above the melting point is stable and does not adversely affect paper, (2) bringing the support and ink layer to a uniform temperature below and within 20 degrees centigrade of the melting point of the vehicle, (3) illuminating all at one time an area of said layer with heat producing radiation by projecting said radiation onto said area through a negative sheet which has radiation transparent and radiation opaque areas, said radiation being of sufficient intensity and projected for a sufficient time to raise the temperature of the ink at the radiated areas above the melting point without melting the ink at the non-radiated areas, (4) allowing the melted areas of ink to fuse to a sheet of paper, forming a positive print and (5) physically removing the unmelted areas only of the ink.

\*Fluorescent Printing U. S. Patent 2,629,956, Joseph L. Switzer. Official Gazette 668, No. 1, March 3, 1953, page 84. 1. The method of decorating articles comprising the steps of applying to the surface of an article a medium comprising a soluble fluorescent dye dispersed in a carrier containing a non-volatile constituent, the concentration of said dve with respect to said constituent being greater than the concentration for maximum fluorescence of said dye in said constituent, applying a developing composition over said medium to diffuse said dye into said developing composition said developing composition comprising a relatively liquid translucent resinous composition

(Continued on Page 133)



by Theodore F. Makarius

### Cleaning up the Print

NE of the more common complaints in offset printing is the so-called dirty or tinted, non-image area which appears on the sheet. Very often this is mistaken for oxidation of the metal, when in reality, it is only foreign matter that has been deposited either during the platemaking process or on the press itself.

Unless plates are rolled up in black ink before putting them on the press, it is very difficult to determine whether the non-image area is clean or free from spots. It is especially hard to see how clean the non-image area is on zinc plates even though the plate has been rolled up in black, because in the process of finishing the plate, the developing ink may have been too thin. When such is the case, the film of gum, which is applied to the plate and dried before the plate is rolled up, will prevent the minute dirt spots from taking ink for as long as the gum remains on them. For this reason, a plate may print clean for several hundred impressions before the gum becomes soluble and allows the lacquer or dirt particles to accept ink.

This same reasoning applies to work that has been polished off or removed from the plate; if it is not cleaned thoroughly and all the lacquer removed from the grain, the work will keep reappearing. In short, the ink or lacquer in the area must be replaced with a film of gum arabic and it must lay right on the bare metal.

If a plate has oxidized it is almost impossible to clean. In order to determine whether the trouble is oxidation, the plate surface should be examined with a magnifying glass. If the spots are perfectly round and the edges of the dots smooth and firm, it is safe to assume it is oxidation. Any other form of spots or dirt which may appear will show jagged edges because of the grain on the plate.

If dirt can be removed from a plate, and the cleaned area still tints after running some impressions, you may find that the fountain solution needs correcting. Many times the use of too little acid, or the wrong kind, may in effect counter-etch the polished portions of the plate. More often the fault is the bacteria in the dirty water fountain. When the water pan becomes partially filled with slime and lint the fountain solution is ineffective in keeping the plate clean, for the proper pH cannot be maintained.

Checking the pH of the water fountain is very helpful in determining the causes of various tinting and scumming conditions.

Often a plate will tint or grease in non-image areas, and a slightly

stronger acid may keep it clean. However, if the tint reappears with the stronger solution, the pH should be checked and brought back to normal. If the tint appears in the same area and is of the same shape or design, the fault most likely will be excess pressure in the affected area due to embossed or swollen portions of the

Dirty dampening rollers often are the cause of plates collecting dirt spots which are mistaken for oxidation. When the dampers or water fountain have particles of ink in them, the press must not be stopped long enough to have the plate dry, because the small specks of ink, once dried on the plate, will ink up and print. This is especially true when an insufficient quantity of gum is used in the fountain solution. If the fountain solution contains an ounce of gum to the gallon of water, the percentage will be sufficient to coat the plate as the solution dries with enough gum to prevent the particles of ink from adhering to the metal.

Another condition which prevents plates from printing clean is uneven dampening. This can be due to dampers having been damaged by poor plate mounting. On presses where the plate clamps can be moved sideways individually, care should be taken not to buckle the plate between

(Continued on Page 135)



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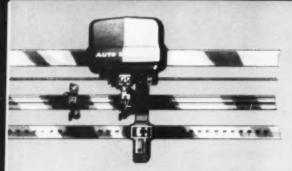
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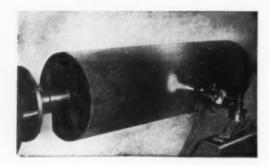


# HARRIS-SEYBOLD



fine graphic arts equipment...for <u>everybody's</u> profit

# good as new and less expensive





### Lithograph Press Cylinders Reconditioned By Specialists . . .

OR the past twenty years, Arthur Tickle Engineering Works has specialized in reconditioning for the trade, damaged printing press cylinders, or cylinders that have been reground previously on the bodies and are too small in diameter. In our modern plant, damaged cylinders have been turned down on the surface and sprayed with metals such as Hard Stainless Steel, High Carbon Steel, Monel Metal, and 18-8 Stainless Steel. Cylinders rebuilt by our process are more durable than new cylinders because of the in-creased hardness of the deposited metal and its resistance to corrosion. After spraying, cylinders are ground with precision accuracy to their original diameter or to any diameter desired. The thickness of the sprayed metal is controlled to vary from 1/32'' to 1/8'' on the side.

THE journals of the cylinders, if scored or worn, are rebuilt with High Carbon Steel (363 Brinell hardness) and ground to standard diameter, with a resulting increase in wear.

T will require one (1) week of average time at our plant to recondition one cylinder, ranging from 14" to 18" in diameter. Two (2) weeks for two cylinders and approximately two and one-half (2½) weeks are required for three cylinders.

ALL cylinders received at our plant are inspected for size, condition of bearers and journals, and body run-out. Upon obtaining this data, we compare it with the customer's orders or instructions. In case of discrepancy, we contact customer immediately submitting our recommendations and furnish exact costs for the work to be performed. This procedure has eliminated unnecessary work in some cases and in other cases, hidden defects have been brought to the customer's attention.

WE are equipped to spray any metal obtainable in wire form, on any surface round or flat, if it is a printing press cylinder, water trough, or the inside of a tank.

Tickle Engineering will be pleased to discuss your special problems and to submit estimates based on efficiency and careful cost control.

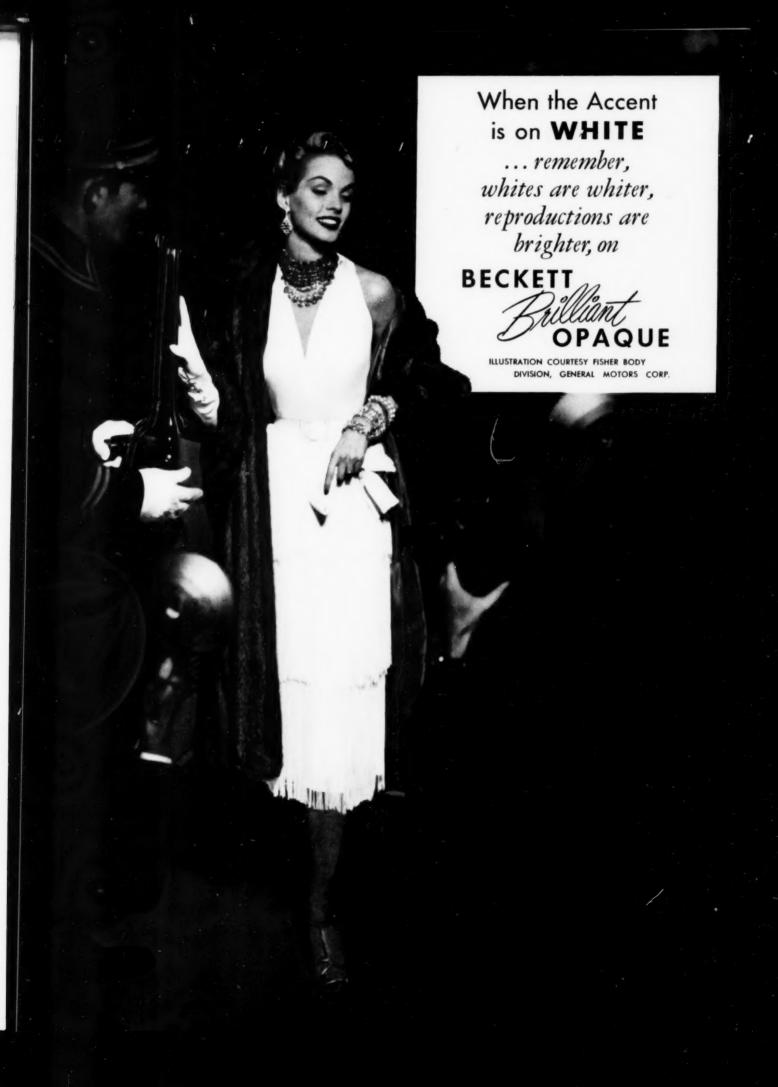
For quotations and any further information, visit our plant whenever convenient, telephone or write to



### ARTHUR TICKLE ENGINEERING WORKS, Inc.

Repairers and Builders of Special Machinery
DEP1, M. 21 DELEVAN STREET, BROOKLYN 31, NEW YORK
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### BECKETT BRILLIANT OPAQUE

meets the most exacting requirements of

A chaste, clear whiteness and a singular offset lithography. A cnaste, clear winteness and a singular freedom from show-through are its notable

Like our standard offset, Beckett Brilliant Opaque is surface-sized. In addition to Velcharacteristics. lum, it can be supplied in Halftone and a variety of other finishes. The Vellum finish is stocked in two sizes 25x38 and 35x45, in substance weights 17x22-20-24-28-32-40 lb.

A request to your paper merchant or to us will bring samples to your desk.

# and its companion

### BECKETT BRILLIANT OPAQUE COVER

Developed and placed on the market in response to popular demand for a cover stock which would match Beckett Brilliant Opaque in whiteness.

This new cover stock is available in four standard basis weights - basis 20 x 26.50 lb., 65 lb., 80 lb., and Double Thick, in all standard sizes, and in all the finishes available on Beckett Brilliant Opaque.

Beautiful demonstration brochure on request.

BECKETT COMPANY, Hamilton, Ohio

Makers of Buckeye Cover . Beckett Cover . Beckett Brilliant Opaque Cover Buckeye Text . Beckett Text . Beckett Tweed Text . Beckett Vellum Beckett Offset · Beckett Brilliant Opaque · Greetings Announcements · Writings · Specialties

Faculty Members, Seated, left to right: H. E. Sterling (Design): R. E. Alden (Photolithog-

Sterling (Design): R. E. Alden (Photolithography) K. R. Burchard, Assistant Dean (Printing Plant Management): G. U. Cleeton, Dean: W. R. Taatle (Production Methods and Control): F. J. Amery (Typography): H. B. Atterbury (Machine Composition). Standing, lett to right: L. A. Whitehouse (Linotype): F. R. Sloan (Typography): R. Fisher (Design): J. E. Farrell (Monotype): G. J. Mills (Production and Processes): J. C. Rennels (Cost Analysis): T. G. Bixler (Typography): P. F. Randolph (Cost Analysis): F. Lawley (Operation Analysis).



### Carnegie Prtg. School Offers B. S. Degree

BACHELOR of Science degree A in printing management now is offered at Carnegie Institute of Technology, Pittsburgh, it was announced April 21. President J. C. Warner said that the new unit, officially called the School of Printing Management, will open on July 1, 1953 in place of the currently functioning Department of Printing Management. This is said to be the only school in the world offering such a degree.

Newly - appointed administrative heads will be Glen U. Cleeton, dean, and Kenneth R. Burchard, assistant dean.

The conversion of the Carnegie Printing Department into a school will not affect the goal set up at the time of the Department's establishment in 1913, which was "to prepare young men for positions of administrative responsibility in production, design, sales, and general management in the graphic arts fields and allied industries."

The conversion puts Carnegie in a doubly-unique position, the announcement states, since as a 40-year old Department and a brand new School, it is the only printing unit in the world, with complete laboratory facilities, which has been offering and will continue to offer a program of instruction with emphasis

on administration and management leading to a B.S. degree in Printing.

The establishment of the new School will allow for eventual expansion of student enrollment, program of study, teaching staff, and laboratory and instructional facilities. No immediate modification can take place, however, since these changes are possible only to the extent that additional financial support is obtained through industrial and individual donations. In addition, it is hoped that a donor will be found who would be willing to supply funds for a separate building to house the new School.

With additional financial aid, the program of study would be modified to permit options relating to (1) enterprise administration, (2) production management, (3) graphic arts design, and (4) technical processes with emphasis on underlying principles of engineering and science. Introduction of these options would require an enrollment somewhere between 250 and 300 students, approximately twice the current enrollment in the Department.

This increase in enrollment would, in turn, ease the acute shortage of printing graduates. Currently there are five job offers for every Carnegie

printing graduate. While the demand by employers for graduates has been more insistent since 1945, at no time since the establishment of the Department has job placement been a problem. This is true even during the period of highly selective employment from 1929 to 1937, the university reports.

Approximately 700 degrees have been awarded since the establishment of the Department 40 years ago. (The average number of degrees awarded each year during the past five years has been 36.) In addition, more than 2.500 other students have received special training in various phases of the graphic arts in short term evening and summer courses.

Carnegie students work with the equipment in a "million-dollar printing plant." The laboratories now situated in the Administration Hall, are equipped for instruction in typography, machine composition, lithoplatemaking, photo offset presswork and presswork for forms composed of type, line cuts, and halftones.

Obviously certain types of plant equipment cannot be made available for student use in the departmental laboratories. Therefore, students are given an opportunity to observe and study such equipment through a series of plant inspection tours. \*\*

# MERCURY PRODUCTS



the name that speaks volumes!



### Platemakers' Practices Formalized

TRADE customs in use by lithographic engravers and platemakers have been pretty well standardized by usage through the years. The trade practices given on this page, were adopted recently by the Lithographic Engravers and Platemakers Associa-

tion, Inc., and were issued last month by the association. They are not new, of course, but represent a clarification and formalization of practices which have prevailed generally for a long time.

An association spokesman ex-

plained that it is hoped that by the publication of these customs, and through their widespread acceptance, the misunderstandings that occasionally arise would be lessened, and an increase in good business relations would result.

### TRADE CUSTOMS

Adopted (1952) by the

### LITHOGRAPHIC ENGRAVERS AND PLATEMAKERS ASSOCIATION, INC.

220 W. 42nd St., New York 36, N. Y.

ESTIMATES—All estimates based on visuals, rough dummies, etc., whether accompanied by verbal or written specifications, shall be only tentative. Prices are subject to revision upon inspection of finished copy.

ORDERS—Regularly entered orders cannot be cancelled except upon terms that will compensate the engraver against loss.

EXPERIMENTAL WORK—A charge will be made for experimental work performed at customer's request, such as sketches, drawings, negatives, positives, plates, proofs and materials.

ALTERATIONS—Estimates are only for work produced according to the original specifications. If through customer's error, or change of mind, work has to be done a second time or more, such extra work will carry an additional charge at prevailing rates for work performed.

PROOFS—Engraver will furnish 6 proofs and 1 progressive book on one kind of paper. If additional proofs or progressives are required, there will be an additional charge. One proof must be returned to the engraver marked "OK" or "OK with corrections." Should reproofing be requested there will be an additional charge.

COLOR PROOFING—Because of the difference in equipment and conditions between the color proofing and pressroom operations, a reasonable variation in color between color proofs and the completed job shall constitute an acceptable delivery.

METAL—Metal should be furnished by the customer. The engraver is not responsible for metal imperfections found after plates are finished. RESPONSIBILITY—Customer must examine all negatives, positives or press plates before going to press. The engraver is not responsible for:

- (a) Loss of register in engravings or press plates due to causes beyond engraver's control.
- (b) Loss of press time or reprinting of sheets due to error in engravings or plates.
- (c) Delays due to loss in transit after work has been delivered to a common carrier.

CUSTOMER'S PROPERTY—All customer's property that is stored with an engraver is at the customer's risk, and the engraver is not liable for any loss or damage thereto caused by fire, water, leakage, breakage, theft, negligence, insects, rodents, or any other cause beyond the engraver's control. It is understood that the gratuitous storage of customer's property is solely for the benefit of the customer.

DELIVERY—All estimates are based on continuous and uninterrupted delivery of complete order, unless specifications distinctly state otherwise.

TERMS—As the engraver's profit consists almost exclusively of labor, the terms shall be Net ten (10) days from date of billing. Engravings are to be billed upon submission of proofs. Press plates to be billed when completed.

ACCEPTANCE OF ORDERS—All agreements are made and all orders accepted contingent upon strikes, fires, accidents, wars, floods or other causes beyond the engraver's control. Due to fluctuating market conditions all estimates are subject to change.

# Make offset plates Letter and Juicker with RUTHERFORD PRECISION BUILT EQUIPMENT



The screw propulsion principle used in Rutherford photographic equipment makes it possible to secure accurate, hair-line register — easily and quickly. Over 600 Rutherford Photo-Composing (step & repeat) Machines are now in daily use in the finest lithographic plants.

# PRECISION COLOR CAMERA

Rutherford applies the same principle of micrometric measurement in the manufacture of their Precision Color Cameras. Automatic focusing – fully power operated.



Rutherford equipment, built by skilled craftsmen familiar with the use of precision machinery, operates at highest efficiency with minimum maintenance.

### RUTHERFORD MACHINERY COMPANY

DIVISION OF SUN CHEMICAL CORPORATION

Main Office

10th St. & 44th Ave., Long Island City 1, N. Y.

Branch Office

1215 W. Washington Blvd., Chicago 7, III.

Pacific Coast Representative: CULBERG & DORN, 1285 Folsom Street, San Francisco, Calif.



### New Bargaining Assn. Formed in New York Area

NEW YORK District Lithographers, Inc., a new lithographic trade association, has been formed in the New York area, it was announced late in April. James L. Murphy. Consolidated Lithographing Corp., Carle Place, L. I., has been elected president. Other officers are John Perrin, U. S. Printing & Lithograph Co., vice president: Herbert S. Hirsch. David Weil Sons Lithographic Co., treasurer: and Walter E. Soderstrom, New York, secretary. (Mr. Soderstrom continues as executive vice president of the National Assn. of Photo-Lithographers). In addition to the officers, directors include L. D. Bella, Rossotti Lithographing Co.; W. Harvey Glover, Sweeney Lithograph Co.; Paul Miller, American Colortype Co.: Thurstine Newell. Oberly & Newell Lithograph Co.: R. P. Schambach, American Label Co.; and Wesley Steele, Jersey City Printing Co.

The new organization was formed for the following purposes:

(1) To bargain collectively with labor organizations representing lithographic production employees of the members; (2) to promote and protect the common interests of the lithographic industry and its members; (3) to secure cooperative action in advancing the common interests of its members; (4) to promote economy and efficiency; (5) to promote and assist in the technological improvement of the lithographic process and its products; (6) to promote good understanding



James L. Murphy

and friendly relations between employees and employers for the benefit of both and between those engaged in the lithographic industry and the public for the general good of the community; (7) to develop markets for lithography through education with respect to the uses and desirable features of the lithographic process; (8) to cooperate with other industries and organizations and (9) to perform such other services as shall be consistent with the public interest as well as the interest of the lithographic industry and the members of the association.

The association, under its certificate of incorporation has the power (1) to collect and disseminate statistics and general economics, social and governmental in character; (2) to conduct investigations and submit reports on subjects of interest to the lithographic industry; (3) to promote employment in the lithographic industry; (4) to conduct trade promotion activities including advertising and publicity; (5) to promote sound accounting and cost finding practices and (6) to promote a better understanding of the economy, adaptability and artistry of the lithographic process by users and potential users of lithographic products.

The New York District Lithographers, Inc. plans to provide these advantages to its members through a series of monthly meetings supplemented by bulletin service.

Offices are at 317 W. 45th St., New York 36, N. Y.

### Production Execs. to Confer

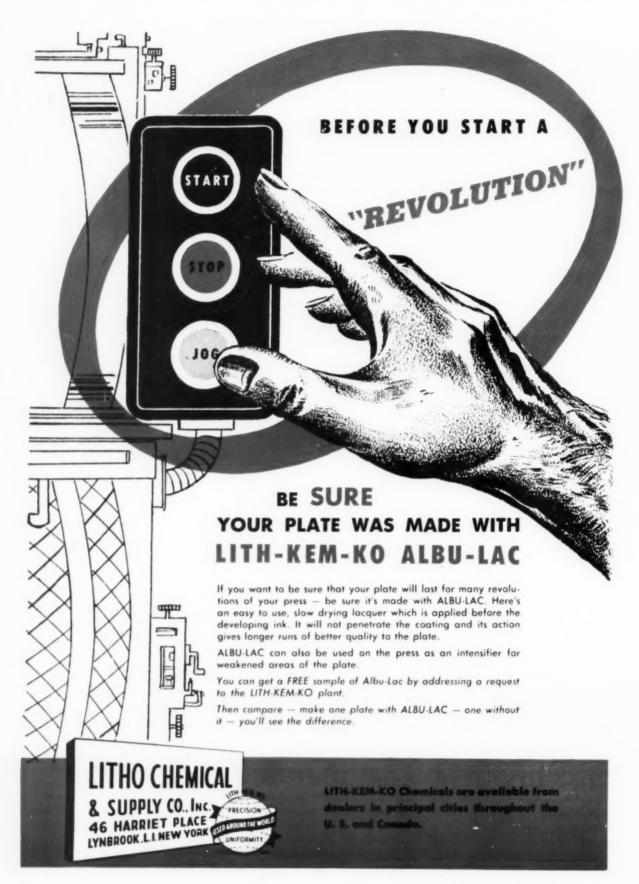
A professional conference for production executives, one of a series of executive conferences sponsored by the Printing Industry of America, is planned for June 29 and 30 at the Statler Hotel, Cleveland. The meeting is open to any graphic arts executive who is concerned with production responsibility. The general theme will be "More units of desired quality at less cost." Seminars will be a feature of the affair.

The PIA is located at 719 Fifteenth St., N. W., Washington 5, D. C.

### Blattenberger Formally Okayed

President Eisenhower's nomination of Raymond Blattenberger, senior vice president of Edward Stern & Co., Philadelphia, as Public Printer of the United States was confirmed by the Senate on April 15.

Swearing-in ceremonies were held in Washington on April 28.



### Dallas to Have TV Litho Forum in June

A CLOSED-CIRCUIT televised developments in offset-lithography has been announced as the feature of the third annual Southwestern Litho Clinic. It will be held Saturday and Sunday, June 6 and 7 at Hotel Adolphus, Dallas, Texas. It is co-sponsored by the Litho Clubs of Dallas and Houston.

The research staff of the Lithographic Technical Foundation Chicago laboratory will be on hand. These will include Michael H. Bruno, research manager, and Robert F. Reed, Gordon Wheeler, George Jorgensen, Joe Jania, Ed Martin and Jack White.

Advance registration at the hotel will begin Friday, June 5 at 4 p.m. Registrations mailed before May 20 will be \$12.50, and after that date the fee is \$15. Glenn Pine, Bennett Printing Co., 1829 Corsicana, Dallas, is handling registrations. The fee includes lunch Saturday, cocktails and a banquet Saturday evening, and clinics all day Saturday and until 1 p.m. Sunday.

### Southwest Increases Capital

Southwest Printing Co., offset and letterpress firm, Dallas, reached a milestone in its history in April when the company applied for a new, 50-year charter calling for an increase in capital stock to \$150,000.

The company's original charter—for 30 years—was granted by the Secretary of State of Texas in April, 1923, after it had been operating under a different name for two years as a partnership. Capital stock of Southwest Printing Company then was \$20,000, of which \$15,000 was paid-in. Two years later, the \$20,000 was fully paid-in.

Announcement of the company's planned increase in capital stock and application for a new charter was made by Roy Cowan, company president and one of three original stockholders.

Two more stockholders were added in the 1920s, another in 1949 and two more men—all Southwest Printing Company employees—became stockholders in 1951, Mr. Cowan said.

Capital stock of Southwest Printing Company was increased to \$100, 000 in 1948. Plans to further enlarge the capital structure were made after an employee five-year stock purchase plan was introduced and oversubscribed this year. "Under the new stock participation plan, the number of stockholders has increased to 16 employees of the corporation, nine of whom became subscribing stockholders this year," the firm president explained.

Mr. Cowan also announced that the company's present total of 46 employees "may be increased when plans for further expansion are completed."

Southwest Printing Company specializes in offset lithography and letterpress reproduction and is licensed to use the Litho-Krome process.

In predicting a "bright future for Southwest Printing Company," Mr. Cowan pointed out that "the company's expanding sales territory, primarily directed toward new industrial growth, already has earned Southwest Printing Company a place of importance."

He foresees a "logical, consistent and healthy development of the graphic arts in the field of direct advertising printing in the Southwest."

### Plan Special Dallas Train

Eastern Craftsmen's Clubs are planning a special train to Dallas this fall in connection with the annual convention of the International Assn. of Printing House Craftsmen. Preliminary plans call for a B & O all Pullman train, with connections with New York, Philadelphia, Baltimore and Washington, to make the trip. Arrangements were being made through L. Brent Frey, former president of the Baltimore Craftsmen, who is superintendent of the printing department of the B & O Railroad.

About 150 reservations would be needed, and the cost would be about \$150, round trip from New York. The convention is at the Adolphus Hotel, Dallas, September 13-16.

### Add Equipment in South

Several firms in the South added offset equipment recently, it was announced in April. They include: Eagle Printing & Litho Co., Conway. Ark .-- a Harris 21 x 28" press; Kentucky Lithographing Co., Louisvillea 22 x 34" press; Grad Printing Co., New Orleans-17 x 22" press; Adams Lithographing Co., Chattanooga, Tenn.—Seybold 40" cutter: Wholesale Printing Co., Dallas-22 x 34" press; F. L. Motheral Co., Fort Worth, Tex .- 22 x 34" press; and Hearn Duplicating Service, Houston -17 x 22" press. All was Harris-Seybold equipment.

### L.A. Firm Adds Press

Charles Nagelberg, owner of the Central Lithograph Co., Los Angeles, trade lithograph house, has announced the installation of a new Miehle No. 29 offset press. This addition to the present complement of three larger presses equips this trade litho house to give a complete service to the lithographic industry in this locality, he said.



# nekoosa offset puts the spotlight on nerhousance!

Today's fine color lithography demands a paper with inherent dimensional stability, bulk, brightness, high opacity and an even-sided surface. Nekoosa Offset has all these qualities—and they all add up to better performance and finer reproduction on your presses. Available in standard sizes in Basis 50, 60, 70, 80 and 100. Lighter and heavier weights available on special order. Ask your Nekoosa paper merchant to show you samples.

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BY THE MAKERS OF

MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER COMPANY . PORT EDWARDS, WISCONSIN

### New Edition of Audubon Volume is Lithographed

A NEW edition of Audubon's "Birds of America," produced by deep etch, bi-metal lithography, has just been published by The Mac-Millan Co., 60 Fifth Ave., New York 11, N. Y. Offset lithography of the large volume was by Duenewald Printing Co., New York, which has been associated with the various editions of Audubon's work since 1938.

The book, cloth-bound, 91/4 x 121/2", contains some 500 pages, including 435 full page, full color plates. The four-color plates for the present edition were made from Knudsen Process separation positives which were made about 1938. Ralph Duenewald, head of Duenewald Printing Co., explained that at the time these separations were made, the job became "the first successful large masking job in the U.S." Copy used at the time was a set of the original Havell etchings made from copper engravings in England and colored. These etchings were made in large portfolio size and published from 1826 to 1838 in an edition of about 200. A complete set now is valued at about \$15,000.

The first trade edition was printed by Duenewald in 1938, in a run of 50,000 copies. These sold out at \$12.50. A deluxe edition at \$25 sold 2500 copies. The next year 100,000 trade editions were run, and later another 100,000 copies were issued. A fifth printing during the war years had to utilize gray paper of lower quality.

"By carefully coddling the old positives," Mr. Duenewald explained, new bi-metal plates were made, and greatly improved reproductions resulted. He pointed out that the camera work of 1938 was far ahead of available plates for lithography, but that now plate quality is catching up. Actually better tonal qualities were obtained from the old positives through modern precision controls. The 1953 volume sells for \$8.95.

Faulkner Lewis, of the production department of MacMillan, worked

very closely with Duenewald during the production of the new edition.

### Plate Grainers Elect

Members of the Lithographic Plate Grainers Association marked the organization's second anniversary at the group's regular monthly meeting, held April 6 at the Hotel Martinique, New York, and elected the following officers to serve during the coming year: Morris R. Werblow (American Litho Plate Graining Co., Inc.), president; Sidney Samuels (Automatic Plate Graining Corp.), vice-president; and William E. Lawrence (Willy's Plate Graining Corp.), treasurer. Julian Ross continues as the group's executive secretary.

### Article Gives Offset Advantages

Efforts of the Lithographers National Association to expand the market for lithography were seen again in an article appearing in the April issue of Advertising Requirements, a new magazine reaching the advertising field. Entitled "How to Get the Most Out of Offset," the article was written by H. C. Latimer of LNA's general information service. In it he discussed copy preparation, costs and other pertinent factors often not clearly understood by

agency art directors and production men. Comparisons are made with other processes, with emphasis on the adaptability, economies and other advantages offered by offset, particularly in color work.

### McBurney New Oxford VP

Hugh J. Chisholm, president of Oxford Paper Co., has announced the election of Andrew M. McBurney as Vice President, Sales, of Oxford Paper Co. and Oxford Miami Paper Co. Mr. McBurney has been associated with Oxford since 1936, when he first went to the mills as a trainee. During World War II he served as a captain in the marines, and upon his return was appointed eastern sales manager. He was then made sales manager of Oxford Paper Co. and more recently general manager of sales of Oxford Paper Co. and Oxford Miami, which position he has occupied since returning from Washington a year ago, where he served as Chief of the Pulp, Paper and Paperboard Branch, Forest Products Division, of the Office of Price Stabilization.

### Direct Mail Volume Up

The dollar volume of direct mail advertising used by American business during the first two months of 1953 was \$199,970,024, according to figures released by the Direct Mail Advertising Association. This represents a gain of approximately  $2\frac{1}{2}\%$  over the 1952 figure.

### Lawson Honors 35-Year Man

E. P. Lawson Co., New York, paper cutter and bindery equipment manufacturer, recently honored Joseph Bierman who has completed 35 years of service with the firm. William Hourigan, Lawson's treasurer, is shown at extreme right, presenting Mr. Bierman with a savings bond. On Mr. Bierman's right

are shop steward James Clark, and David W. Schulkind, Lawson president, who was



a member of the sales staff in 1918 when Mr. Bierman joined the company.

OUR
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TO THE
BETTERMENT
OF
LITHOGRAPHY

BENEFITS OF OUR SERVICE

WRITE OR PHONE!

SCRATCHPROOF DRIER Nº 3

Prominent lithographers throughout the country have learned to appreciate Scratchproof Drier No. 3 for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven Scratchproof Drier No. 3 is the most practical dryer on the market today.

- \* Quick drying without crystallization or chalking of ink.
- Improves the lifting quality of inks, particularly on two and four color presses.
- \* NON HARDENING of inks on distributing rollers.
- Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- \* Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3 giving the ink a shorter fine binding.
- Prevents too much emulsification or waterlogging of ink at high speeds.

- \* Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- \* Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- \* Has excellent suspension, body, and flow. Its nonsettling qualities give ink necessary "slip" and tack for better distribution.
- \* Will not cause any injurious effects if used in excess
  —in fact, this procedure is recommended in certain
  types of inks to improve their working qualities.

Ink mixed with SCRATCHPROOF DRIER No. 3 will remain tough and elastic indefinitely.

Don't be satisfied with substitutes. For better lithography . . . try SCRATCHPROOF DRIER No. 3 . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.

NEVER SOLD IN BULK. INSIST ON OUR LABEL FOR MAXIMUM PERFORMANCE.

PHONE — — WATKINS 4-1074

### EMPIRE SUPERFINE INK CO., INC.

OFFICE: 225 VARICK ST. NEW YORK 14, N. Y. LITHOGRAPHIC INKS PRINTING

FACTORY: BROOKLYN NEW YORK

MANUFACTURERS OF DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS

#### Gustav A. Henke Dies at 57

Gustav A. Henke, 57, died March 16, in Cleveland. At the time of his death Mr. Henke was superintendent of the Continental Litho Corp. He had been associated with the firm since its founding in 1926, and was made superintendent in 1938. He had formerly been a poster artist for the Otis Lithograph Co.

He was a member of the Kokoon Artists Club, the Litho Club of Cleveland and the Cuyahoga Sports Club. He was widely known among fishing and hunting sportsmen. He also painted for his own pleasure.

Mr. Henke was born in Germany and came here in his youth.

Surviving are his widow, two sons. Carl R. and Herbert; his parents. Mr. and Mrs. Henke; three brothers, Oscar, John, and Carl E. Henke; and two sisters, Miss Elsie Henke and Mrs. Anna Hermann.

#### Cleveland Assn. Elects Franklin

Printing Industry of Cleveland, Inc., held its annual meeting during March for the election of officers and board members. The new officers for the coming year are as follows: president: W. H. Franklin, The Edwards and Franklin Co.; vice-president: Frank Myers, Copifyer Lithograph Corp.; secretary: Fred S. Howard, The Crane-Howard Lithograph Co.: and treasurer: William Feather, Jr., The Wm. Feather Co.

Board members, in addition to the officers, are: Walter J. Bishop, Office Supply and Printing Co.; George Dorenkott, The Brooks Co.; Melvin E. Jackman, Electric Printing Co.; Thomas Roberts, A. S. Gilman, Inc.; Robert B. Calvert, Calvert Hatch Co. and Reserve Lithograph Co.; A. W. Hogling, Western Newspaper Union; and Lawerence Meyerson, Bond Printing and Engraving Co.

#### Cleveland Firms Adding Presses

A new 17 x 22 Harris Litho press is being installed by the Tri Arts Litho Co. of Cleveland. It is replacing an older press.

The Great Lakes Lithographing Co., Cleveland, is installing a new 38x50 Harris press.



#### Jerome S. Bond Dies

Jerome S. Bond, 50, vice president of the United States Printing and Lithograph Co. of Cincinnati, died suddenly of a heart attack on April 13 in Chicago. He had spent his entire business career in the graphic arts industry.

Mr. Bond was born in Riverside, Ill., but soon thereafter his family moved to Milwauke, where he spent his youth. He graduated in 1924 from the University of Wisconsin, and a short time later became associated with the Gugler Lithograph Co., Milwaukee.

In 1926, he joined the Theodore A. Schmidt Lithographing Co. of Chicago, which became a division of U. S. Printing and Lithograph in 1929. A tew years later, Mr. Bond was appointed manager of the Chicago sales office of U. S. P. & L., and in 1946, he became manager of the St. Charles (III.)

In 1947, Mr. Bond was elected a company vice president, and three years later was placed in charge of all company manufacturing in the mid-west, including the Cincinnati and St. Charles plants, with head-quarters in Cincinnati, where he resided at the time of his death.

Mr. Bond also was active in several industry trade associations. He was a member of the board of directors of the Label Manufacturers National Association, and participated on several committees of the Lithagraphers National Association and the Folding Paper Box Association of America. He also was a member of the Hyde Park Country Club in Cincinnati.

Survivors include his widow, Mrs. Eugenia Bond: two daughters, his parents, a brother and a grandson. Funeral services were held in Chicago.

#### Rapid Roller Builds Addition

Rapid Roller Co., Chicago, completed construction last month of a two-story and basement addition to its branch plant at 2212 S. LaSalle St., which provides 20,000 sq. ft. of additional manufacturing space. This will be used for production of small rollers and blankets for offset duplicating machines, such as the Multilith and similar makes, L. S. Rapport, executive manager, stated. This line has been growing tremendously, he said, and the prospect that it will

continue to expand made it imperative to provide adequate new manufacturing facilities to meet the demand, particularly for the new blanket for small offset presses developed in Rapid Roller's research laboratories. Some other new products are also under development, he indicated, and will be announced shortly. Meanwhile production of Rapid Roller's regular line of "Mercury" offset rollers and blankets and rollers for other presses continues at the main Chicago plant at 2558 S. Federal St., Mr. Rapport said.

#### Frank Meyers Passes

Frank Meyers, 73, died March 19 at his home in Lakewood, near Cleveland.

For 42 years widely known in the lithography business, Mr. Meyers had been vice president and super-intendent of the old Forman-Bassett Co.

Mr. Meyers was born in Cleveland and attended Brownell School. In 1897 he joined the Forman-Bassett Co., then one of the larger lithography firms in the country. He became vice president and superintendent.

When the company was dissolved in 1939, Mr. Meyers retired. The company was located at W. 3rd St. and Frankfort Ave. for more than 50 years.

Mr. Meyers was a charter member of the Litho Club of Cleveland.

#### Strike Affects ALA Men

Forty members of Chicago Local No. 4. Amalgamated Lithographers of America, refused to cross picket lines, when Local 44, Basic Processors Union, called a strike April 1 at the Chicago Thrift Etching Corp. plant in that city. The processors' union has asked a 15 cent raise and rejected a company offer of 2 cents. Pending, also, was a petition filed with the National Labor Relations Board, asking decertification of Local 44 as bargaining agency at the plant. The company manufactures name plates and other metal novelties, instrument dials, etc., decorated by lithography and other processes.

## The "Zenith" of Performance

The Zenith Graining Machine can be seen in most of the representative lithographers and all the trade graining shops in your city. Each user is a booster.

The greatest step forward in the Graphic Arts in years!

More than fifty users have expressed total satisfaction!

For economy — added efficiency

For preservation of HEALTH



Zenith Down Draft Etching Sink
 Mcdel 7CA for plates up to 4714" x 59"
 Model 7CB for plates up to 58" x 77"



The Grainer featuring complete hydraulic controls — Single eccentric — Dynamic balance — all welded construction — Diamond frame for parallel movement.

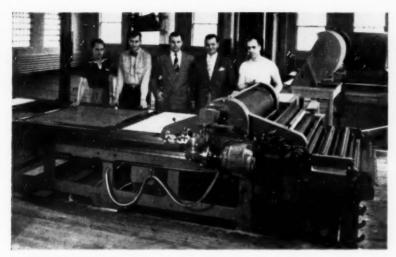
#### For

- Acid Etching
- · Deep Etch
- · Bi-metallic
- Tri-metallic

## Zarkin Machine Co. Inc.

34-19 Tenth Street

Long Island City 6, N. Y.



#### Mueller Adds Proof Press

Shown above is the new Dufa 7 proofing press recently installed at the Mueller Color Plate Company, Milwaukee. The press has automatic inking and dampening controls. The maximum plate size is 47½" x 59". The maximum print area is 40" x 56".

The press is imported from Amsterdam, Holland and is the first press of this size to be installed in the United States. Left to right are Ernie Baudhum, V. P.; Jack Jardin, production mgr.; John Loman, Amsterdam Continental Types & Graphic Equipment; Paul Mueller, Pres. and Harald Reiger, proofing department foreman.

#### Magill-Weinsheimer Expanding

Magill-Weinsheimer Co., Chicago, is expecting delivery about Aug. 1 of a new Michle 76" two-color offset press for which a sales contract was closed in April, Ray Gardner, general superintendent, announced. Recently a new Harris 21 x 28" 1-color offset was installed to replace an older one and other changes and additions to press equipment are pending, he said.

Since coming to Magill-Weinsheimer last year Mr. Gardner has directed an extensive remodeling and modernizing program which is still progressing and is designed to make the plant the most modern of its kind in every way, he stated. Each floor of the 10-story building at 1322 S. Wabash Ave. is being gone over and rearranged for low-cost streamlined operations. Old equipment which has seen its best days is being discarded and replaced by the most recent high speed models obtainable.

The dark room has been completely rebuilt and enlarged and among its new facilities are three temperature-controlled sinks, three exposure meters and 110 volt Grafarc are lamps. A 73" Craftsman lineup table has been put in and in the bindery there is a new Harris-

Seybold 8-pocket collating machine. Changes and additions are also contemplated in photocomposing equipment, of which two machines are now operated, Mr. Gardner intimated. In the letterpress department old presses have been replaced by new verticals, he added, and other new equipment is being added.

New foreman in the platemaking department is Sam Millend, who came to Chicago from a large New York litho plant. A new department of engineering and maintenance has been organized with John Kruft, a Northwestern University graduate and engineer of extensive experience, in charge since April 1, of all plant and building mechanical facilities. The company also has a new personnel director, Mrs. Dorothy Treib, who joined Magill-Weinsheimer recently after many years with Rand, McNally & Co.

Mr. Gardner has had a career of over 30 years in the printing field. After graduating from Butler University. Indianapolis, Ind., at the age of 19, he entered the employ of R. R. Donnelley & Sons Co., where he remained 23 years. He then moved to the W. B. Conkey Co., plant at Hammond, Ind., as plant manager for seven years and in January, 1952,

he became plant superintendent for Magill-Weinsheimer Co.

#### Midwest Firms Expand

Several firms in the Midwest expanded recently with the addition of new Harris-Seybold equipment. These include: Schilling's Inc., South Bend, Ind. 17 x 22" press; Service Printers. Inc., South Bend-22 x 34" press: Birmingham Eccentric, Birmingham, Mich.-a 21 x 28" press; Robert Love Co., Detroit 21 x 28": Bruce Publishing Co., St. Paul 21 x 28"; DeLuxe Check Printers, Inc., St. Paul 17 x 22"; Litho Specialties, Inc., St. Paul - 40" cutter; Leicht Press, Winona, Minn. 22 x 34" press: Inter-Collegiate Press, Kansas City-two 17 x 22" presses; Walsworth Prothers, Marceline, Mo. 22 x 34": Youngstown Printing Co., Youngstown, Ohio-17 x 22": and Olsen Publishing Co., Milwaukee 21 x 28" press.

#### Milprint Advances Hullinger

Bert Hefter, vice president and general sales manager, of Milprint, Milwaukee, announced the advancement of Walter J. Hullinger as assistant general sales manager for the midwest territory. Mr. Hullinger has had 16 years of experience and specialization in the packaging of food products, and has been in the Iowa area.

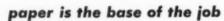
#### Nekoosa Sales at Peak

Nekoosa-Edwards Paper Co., Port Edwards, Wis., reported an all-time high of \$24,107,158 in net sales for 1952 and in the same year established a new production record of 88,850 tons of finished paper. Net earnings for the year were \$1,777,-739, down less than 3% from 1951.

#### Craftsmen Add Members

Recent new members of the Chicago Club of Printing House Craftsmen include Frank Zene, foreman, Magill-Weinsheimer Co.; Edward Kussler, production scheduler, Rand McNally & Co.; George H. McCarthy, secretary, and A. A. Dembicki, manager, R. A. Kerley Ink Engineers.

# right... from the beginning!



Well begun, half done...fine art, good copy the best of engraving... they all need the right paper to complete a satisfactory printing job.



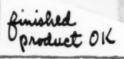
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## **HUDSON GLOSS**

Hero's today's big value in process coated paper!

Smooth surfaced, uniform Mudson Gloss performs equally well on either flatbed or retary letterpress...elways delivers clean, sharp halftones. Perfect for catalogs, house organs, broadsides, booklets, folders, timetables, advertising literature.





220 East 42nd Street, New York 17, N. Y

#### Organize Newark Supply Guild

On April 15th, a number of New Jersey, supplymen met in Newark's Military Park Hotel for luncheon, and with the aid of Norman Rowe, International Guild president, and Myron Jonas, "International Guilder," editor, organized a new guild for the supply salesmen in the Newark area.

Jack Gold of Globe Printers Supply Inc. was elected temporary chairman and Bill Hammel of Bingham Brothers Co. was elected temporary secretary. Members who attended this initial organizing meeting are: Dick Hirst (Miehle), Charlie Gerstacker (Harris-Seybold), Herb Cohen (Central Paper), Art Olney (Harris-Seybold), and George Kedersha (Gaetjens Berger and Wirth).

The new officers and committees were preparing their constitution and other matters for the first open dinner meeting which was to be May 5th at the Military Park Hotel.

According to Mr. Rowe, who is with Ideal Roller & Mfg. Co., Newark is the sixteenth Supplymen's Guild and there are several more in cities all over the country in process of organizing.

#### Grinnell Adds Space in N. J.

The Grinnell Lithographic Co., Inc., Islip, Long Island, New York, recently took a long term lease on a new one-story building at 1080 Westside Avenue, Jersey City. The building contains about 12,000 square feet of space. The company was said to have acquired the new quarters to supplement a plant which it occupies in Jersey City. In addition it also operates plants in Islip and West Babylon, Long Island, Included in the company's equipment is a six-color 72" Hoe offset press.

#### Printing Developments Appoints

Responsibilities for all advertising and sales promotion activities in connection with Printing Developments, Inc. (a subsidiary of Time, Inc.) have been assigned to Clarence G. Luther, it was announced April 22 by T. A. Dadisman, vice president. This will include the promotion of the Springdale Lithure offset process.



#### Austrians Visit W.P. & L.

Shown on the extreme right is Joseph Gajdos, foreman of the offset pressroom at Western Printing and Lithographing Co., Poughkeepsie, New York, explaining the operation to two Austrian publishers. A group of 10 toured the plant through arrangements by the federal government's

Mutual Security Agency and Bard College Shown next to Mr. Galdos is Harold D. Spencer, vice-president and general manager. Next to Mr. Spencer are Karl O. Franta and Johann Mattes, Austrian publishers. At the extreme left is Herman E. Johnson, vice-president and asst. general manager.

#### Shows Wage Scales

A booklet showing wage scales and working conditions in principal lithographic centers throughout the country was distributed recently by the National Association of Photo-Lithographers, 317 West 45th Street, New York 36, N. Y. This was the eighth of the series of such booklets which the association brings out from time to time.

#### Paschel Nominated

Herbert P. Paschel, graphic arts consultant, and a contributor to Modern Lithography, was nominated for re-election as chairman of the New York Section, Technical Division, Photographic Society of America. Election of officials was slated for the meeting May 6 at the Engineering Societies Building, New York, J. T. Groet, Eastman Kodak Co., Rochester, was to address the meeting, discussing photographic developments. A motion picture "This World of Color," also was to be shown.

The New York Section also planned a Color Clinic to be held May 18. Panel members were to be several nationally known photographers and color reproduction specialists. Because of an anticipated overflow crowd, attendance was limited to those writing for tickets to the Metropolitan Camera Club Council, 310 Riverside Drive, New York.

#### Engravers Enlarge Membership

The Sun Litho Plate Co., of Cincinnati, was admitted to associate membership in the Lithographic Engravers and Platemakers Association at the group's regular monthly meeting held April 2nd at the Advertising Club. New York. The firm is the first platemaking concern outside the New York metropolitan area to affiliate with the organization. In making this announcement, the association's board of directors stressed that union platemaking shops throughout the country have been invited to join the trade group as associate members.

At the same meeting, it was announced that work has been completed on the trade customs drafted by the association for the guidance of platemakers. Copies are available upon written request to the association's executive secretary, Julian Ross, at 220 West 42nd Street, New York 36. (See page 65)

#### Named St. Regis V.P.



St. Regis Paper Company has just an nounced the election of Kenneth D. Lozier (above) as a vice president of the company. The board at its meeting also elected B. W. Recknagel as an assistant secretary, Mr. Lozier, whose responsibilities include advertising and safes promotion for all divisions of the company, joined St. Regis 13 years ago.

#### YLA in Forum; Plan Trip

It was standing-room-only at the April 8 meeting of the Young Lithographers Assn., when a diverse panel of sales executives discussed current sales problems. Meeting at the New York Advertising Club, the group heard a panel composed of George Hughes, sales manager of Kindred, MacLean & Co.; Fred Pinkerton, sales manager, Reinhold-Gould, Inc.; and Harry G. Wolfe, executive vice president. Davis-Delaney, moderated by Al Soman, Western Printing & Lithographing Co. Mr. Hughes gave the offset viewpoint, Mr. Pinkerton the paper merchant's angle, and Mr. Wolfe represented the letterpress industry.

A prepared list of questions was thrown at the panel by Mr. Soman, and discussion covered such phases as selection and training of salesmen, compensation plans, sales supervision, estimating, and servicing policies. It was agreed that both letterpress and offset had advantages under certain conditions, but that in any process "quality must be paid for."

A trend in paper was noted: machine coated offset is coming into wider use. It also was said that the printer or lithographer should buy the paper in order to control responsibility for a job as far as possible.

Kurt Heinrich, D'Arcy Printing & Lithographing Co., presided at the meeting for the first time since his election as president of the YLA.

The YLA's final meeting of the spring season was scheduled for May 13, when a trip was planned to Springdale, Conn., to visit the graphic arts laboratories of Printing Developments, Inc., a division of Time Inc.

Activities then will be adjourned until fall.

#### Dinner Will Honor Schulkind

The selection of David W. Schulkind as guest of honor at the annual dinner of the Graphic Arts Division of the United Jewish Appeal of Greater New York, at the Plaza Hotel May 26, has been announced by the division's 1953 campaign chairman, Abraham Udell, of Ampco Printing

Mr. Schulkind, president of E. P. Lawson Company, Inc., manufacturer of paper cutting and binding equipment, was chosen, according to Mr. Udell "for industrial, civic and philanthropic leadership symbolic of the ideals which inspire this most crucial of campaigns."

Mr. Schulkind's career in the graphic arts industry goes back 43 years, to 1910, when he entered the employ of the Samuel C. Tatum Co., in their New York office. He joined the Lawson organization in 1918 when the Tatum loose leaf line was acquired by C. C. Carpenter of Cincinnati, and Lawson was appointed the firm's sales agency. Mr. Schulkind became sales manager of Lawson in 1922, later vice president, and president in 1942.

#### Direct Mail Day Held

Direct Mail Day, with a full day's program of events, was to be held May 6 at the Roosevelt Hotel, New York. Edward N. Mayer, Jr., president of James Gray, Inc., direct mail and offset printing firm, was program chairman.

Co-sponsoring organizations included several lithographing groups.

#### Mack Joins Ptg. Developments



Norman A. Mack (above) has been appointed technical director of Printing Developments, Inc., New York, (a subsidiary of Time, Inc.) it was announced in April by T. A. Dadisman, vice president.

Mr. Mack, who has been associated with the lithographic industry for mony years, has been president of Norman A. Mack, Associates, a consulting firm he set up in 1951, Among his clients was Printing Developments, Inc.

The recently-announced Springdale Lithure offset printing process was a project which Mr. Mack worked on for the past 15 months, in collaboration with Printing Developments, Inc. According to Mr. Mack, the Lithure plate, plus the possibilities oftered by still another offset plate development not yet announced, caused him to devote full time to his new assignment.

His first responsibility, says Mr. Dadisman, will be to head development work on both of these new products. This involves the designing and equipping of PDI's manufacturing plant in Racine, Wisc.

Mr. Mack also will act as research and liaison head between the Lithographic Technical Foundation and PDI and with Times, Inc.'s Research Laboratory at Springdale, Conn. where he will make his headquarters. He was a member of the research committee of the Foundation for several years.

#### Honored for Safety Records

The J. W. Clement Co., Wm. J. Keller Inc., Niagara Lithograph Co. and Rauch & Stoeckl Printing Co., Buffalo, N. Y., all received 100 per cent safety awards for their showing during the final quarter of 1952 in the accident prevention contest of Associated Industries of New York State.

#### Martin B. Hoyt Dies

Martin B. Hoyt, 48, former secretary and treasurer of the Case-Hoyt Corp., Rochester, N. Y., died March 29 of a heart attack. He was a son of Martin B. Hoyt Sr., founder of the big printing and lithographing concern. Mr. Hoyt is survived by his wife, two daughters and a son.



For color printing that wins and holds FAVORABLE ATTENTION

ILLUSTRATION @ AND USED BY COUNTERY DELL PUBLISHING COMPANY, INC.



- WHITER
- BRIGHTER
- · MORE OPAQUE



Whether you buy or sell printing, the 1953 Hammermill Offset is a splendid choice for colorful advertising and sales messages that attract favorable attention.

The NEW Hammermill Offset features a clear, bright white plus improved opacity that blocks show-through in all weights.

In the NEW Hammermill Offset there are retained all the noted performance features which mean economical production of color work delivered on time—freedom from fuzz, lint and flakes, excellent ink receptivity, dimensional stability to provide accurate register in multi-color work.

Hammermill Offset is available to lithographers and printers in Wove and in four distinctive embossed finishes (Linen, Handmade, Laurel, Homespun) through Hammermill Agents in cities from coast to coast. Send for FREE samples showing color work on the 1953 quality.

#### Danish Visitor To U.S.

A recent visitor to the Rochester Institute of Technology was Sven Ahrenkilde of Denmark. Mr. Ahrenkilde, a chemical engineer, is engaged in graphic arts research at the Graphic College of Denmark, Copenhagen. His purpose in coming to the United States on a visa-exchange trip was to survey graphic arts research here. On his return to Denmark he will set up research projects at the Graphic College based on his observations.

The Graphic College, organized in 1913, is supported by employers' groups in the industry. Its two main purposes are (1) to provide both technical and broad education to qualify students for supervisory work, and (2) to conduct research work for the improvement of techniques and to provide for advisory and consultant service.

Danish problems are about the same as those encountered here, reports Mr. Ahrenkilde, and fundamental scientific work is at about the same level in most research laboratories. "The United States", he says. "is very fortunate because of the abundance and variety of superior materials and modern equipment." In Denmark collodion emulsions are used very largely. Gelatin dry plates and films are used only by plants in which masking procedures are used. Prepared chemicals are seldom used. Grained zinc plates are most common. Danish 5- and 10-Kroner currency (about \$.70 and \$1.45) is printed by the National Bank by means of the Aller process.

By including in his trip visits to a large number of organizations, Mr. Ahrenkilde believes he has gained a good overall view of American research. At R.I.T. he expressed considerable interest in the work on tone reproduction and three-color reproduction. He was impressed by American equipment such as R.I.T.'s 4-unit perfecting web offset press built by A.T.F. He has followed with interest the development of such aids as LTF's scanning densitometer, R.I.T.'s ink distribution meter, and the Springdale Electronic Color Scanner.

Stops on Mr. Ahrenkilde's itinerary

Included: Government Printing Office. Washington; Battelle Memorial Institute, Columbus; Springdale Lab-



Sven Ahrenkilde of Denmark (left) looks on as leyasu Ichikawa, of Japanese Government Printing Office, operates the Interchemical Viscometer. Photo was taken at the Rochester Institute of Technology.

oratories, Springdale, Conn.; The Daily News, New York; Rochester Institute of Technology, Rochester, N. Y.; Eastman Kodak Co., Rochester, N. Y.; Lithographic Technical Foundation, Chicago; R. R. Donnelley and Sons Co., Chicago; Chicago Rotoprint Co., Chicago; Pontiac Engraving Co., Chicago; The Milwaukee Journal, Milwaukee, and Western Printing and Lithographing Co., Racine, Wisc.

#### Rossotti Develops New Process

Rossotti Lithograph Corp., Belleville, N. J., has started national introduction, through the food packaging field, of a new color reproduction process for the lithographing of labels and food cartons. Called Vibratone, the new process is said to provide upwards of 1,000 distinctly different color design combinations to replace the formerly solid color areas used as backgrounds in package, carton and label lithography. According to Charles C. Rossotti, executive vice-president of the firm. the new process solves the problem of uniform color distribution over solid areas, and also enables use of many delicate tints in solid areas which hitherto were unmanageable in this type lithography. Fine lines, crisscrosses, dots, diagonals and minutiae of design can be reproduced in the

formerly solid-color areas with the new process. Some of the revolutionary new backgrounds have dramatic third dimensional effects. More than four hundred distinctly different Vibratone backgrounds have already been produced from standard inks, he reports.

#### New Pitman One-Time Plate

The Harold M. Pitman Company has announced a new process of off-set platemaking known as the Uniprocess. This new method features a one-time-use metal plate which is furnished with a fine, uniform grain. The grain is deep enough to insure satisfactory water control on the press but not so coarse as to interfere in any way with the reproduction of the finest dots and lines, the company states. Because the platemaker always has a new plate to work with, problems of kinks and old work on regrains are eliminated.

A group of processing chemicals has been formulated expressly for the Uni-Plates. Uni-Cote is the sensitive coating which is supplied ready for use. Uni-Lac is used where long plate life is required. Uni-Lith developing ink and Uni-Clean etch complete the specially-formulated chemicals.

The plates are now available in all standard press sizes up to  $47^{1}/_{4}$ " x 59". While the process is economical to use, results obtained are of the highest quality, it is stated. Details and demonstrations are available at all Pitman branches.

#### Heads Swift's Private Plant

Swift & Co., Chicago, has announced election of Robert W. Record as vice president. Among his newly assigned duties he will have charge of the company's printing department, whose facilities include considerable offset equipment.

#### Research Council in Meeting

The annual meeting of the Research and Engineering Council of the Graphic Arts Industry was scheduled to be held May 14th in St. Paul. On the following day the group was to visit the plant of Minnesota Mining and Manufacturing Company.

#### Safety Manual Issued

A textbook of information for printing plant management use in protecting personnel, as well as protecting its substantial investment in equipment and facilities, has just been issued by the National Safety Council and the Education Council of the Graphic Arts Industry. This text, the "Safety Manual for the Graphic Arts Industry," was written specifically for use by supervisory personnel in the graphic arts industry. The manual was written for use in either the small or large plant.

The manual is full of detailed information as to how injuries and accidents to personnel and equipment may be prevented in the printing plant. Chapters are devoted to Composing Room, Plate-Making, Pressroom, and Bindery. In each of these chapters examples are cited of successful injury preventive measures found in various printing plants. In all, there are over 70 illustrations, many of them sufficiently detailed so that management can readily copy and install these safety measures in their own plants.

In addition to the chapters dealing with the various sections of a printing plant, there are also chapters on "Handling Materials," "Safety — Everybody's Gain," "Machines, Equipment and Services," "Fire Safety," and "Putting Safety to Work."

The publication of the Safety Manual is the first of three projects in the field of printing industry safety programs undertaken by the Education Council. The second project, now under way, is concerned with developing instructors' guides and other instructional material based on the Manual for use in conducting local area, in-plant and school printing shop training programs on safety and injury prevention. The third project will be concerned with stimulating printing trade groups to conduct such training programs at the supervisory level.

Copies are offered at \$2.50 by the National Safety Council, 425 N. Michigan Avenue, Chicago 11, Ill.



**Ideal Roller Elects** 

L. C. Bollinger (above) was elected treasurer of the Ideal Roller & Manufacturing Co. of Chicago recently. Mr. Bollinger has been associated with Ideal for 30 years. In 1943 he was elected assistant secretary and controller and has served in that capacity until the present time.

pacity until the present time.

He has also been an active member in the National Association of Cost Accountants, having served as its president for the 1942-83 term.

#### Plan Advertising Show

Highlights of exhibits scheduled for the Advertising Essentials Show, Hotel Biltmore, New York, June 9th & 10th, have been announced by the Advertising Trades Institute, Inc., 270 Park Avenue, New York.

The uses of color in advertising will be one of the many trade services covered. In this group there will be included developments in color transparencies by Robert Crandall Associates, and merchandsing displays featuring giant color transparencies by William Melish Harris Associates. Bourges Color. Inc., will show art and photographic methods of color reproduction. Special techniques in photo murals and color enlargements are to be exhibited by Photocolor Studios, Inc. and Lens Craft Studios, Inc. Thomas B. Noble Associates will display dye transfer color prints. Modern color postcards and flasher displays will be shown by Transcolor Corp. Stereo-Realist and Charles Beseler Company will demonstrate new three-dimensional color viewers and projectors.

Examples of advertising photography will be in the exhibits of Beattie-Watt Studios and Free-Lance Photographers' Guild, Inc., the latter

also featuring its stock color transparency library. Peter George Art Service will show color reproduction preparation techniques and Moss Photo will have examples of their color separation work.

Demonstrations of battery operated turn-table displays will be given by Hertyv Company. The Ingersoll Studios will have on view a variety of packaging design ideas. A presentation of the metallic acetate polystyrene finishing process for displays will be made by Coating Products. Goodren Products Co. will have a new line of printed sticker tapes for shelving edges and other point-ofsale use. A variety of printing papers will be shown by Stevens-Nelson Paper. Examples of the printing arts are to be in the presentations of the Wedgewood Press and Sherwood Press. Uses of loose leaf binding will be exhibited by Belford Company, Goodyear Printing & Stationery Co. will reveal its new multiple message pads. The Chartmakers, Inc. will demonstrate their latest presentation methods. Acrolite Corp. will exhibit their spray fixative.

Additional space reservations for the exhibition consist of a representative number of film producers, graphic arts suppliers and various other advertising trade services.

#### Changes at Wetzel

Wetzel Brothers, creative printers and lithographers of Milwaukee, have announced that Bernard J. Stephens and Robert M. Darr recently have joined the sales staff. Mr. Stephens has been in the advertising, printing and display field for 20 years and Mr. Darr has had 15 years experience in advertising and printing.

Wetzel also announced that the firm currently is conducting an exhibit in its galleries at 120 North Broadway, Milwaukee, showing a selection of house magazines.

#### Freedman Moves

Olin E. Freedman, graphic arts consultant, has announced that he is now located at 156 East Eric Street, Chicago 11. This was effective May

#### Compton is 100 Years Old

Compton & Sons, Inc., St. Louis lithographic firm, currently is observing its 100th anniversary. The company, noted for its work in music and poster production, dates back to Buffalo, New York, where in 1853 Richard J. Compton founded the firm. At that time it was known as Compton & Company, Engravers and Lithographers. The company moved to St. Louis in 1856 where the business was expanded to music publishing. By 1868, the firm was known as Compton & Doan. This company published the famous song "Man on the Flying Trapeze." In 1887 Compton's sons were brought into the business and the name was changed to Compton & Sons Lithographic and Printing Company.

In 1942 Clarence F. Spaethe came in as vice-president and general manager and emphasis since that time has been placed on the production of 24-sheet posters. In 1947, Mr. Spaethe assumed complete control of the company and shortened the name to its present form.

Although this company is said to be the oldest lithographer in existence west of the Mississippi, another lithographing firm in San Francisco claims to date back to 1852. This is A. Carlisle & Co. (See story February ML, Page 72).

#### St. Louis Assn. Meets

The Associated Printers & Lithographers of St. Louis will hold an industry dinner meeting at the Sheraton Hotel, May 14. Robert Jones, of Laurence Press, Cedar Rapids, Iowa, will be the speaker. His subject is "Godsons of Free Enterprise."

Members of the Association will hold their annual summer outing at Norwood Country Club, June 19. There will be another membership meeting on sales on August 31 and a meeting on printing costs September 17.

Members of the Associated Printers & Lithographers of St. Louis planned to hold a dinner meeting April 27, devoted to ratio study to show members how to make the best possible profit from business. The program was planned to provide time for discussion on how to get better relations with the printer's banker, landlord, customers, local and federal tax agencies, and with his sales and advertising departments.

#### Seek Printing Week Designs

Ferd Voiland, Jr., Topeka, Kansas, Printing Week general chairman of the International Association of Printing House Craftsmen, has announced that the deadline for entries in the 1954 Printing Week Poster and Stamp Contests is June 14, 1953.

The competition is open to everyone interested in the graphic arts. Layout men, artists, typographers and designers are welcome to try for the worthwhile prizes offered, in addition to the favorable publicity and satisfaction the winners will get if their designs should be adopted and reproduced as the official emblems of 1954 Printing Week Celebrations, he said.

The winning awards will be made at the Dallas International Convention. September 13-16.

#### Issues Booklet on Plant

The Journal-Star Printing Co., Lincoln Nebr., has just issued a lith-ographed booklet (28 pages and cover, 8½ x 11") depicting their recently completed plant. In addition to letterpress facilities, the new plant also has a complete offset department, including small presses and camera and platemaking equipment. Other sections include photography, art and bindery in addition to newspaper circulation, mailing, etc.

#### Wolff in Utah

John M. Wolff, Jr., president of Printing Industry of America, was scheduled to address the Printing Industry of Utah in the Newhouse Hotel, Salt Lake City, May 14. It was planned as the largest graphic arts meeting ever held in that state. Mr. Wolff is vice president of Western Printing & Lithographing Co., in charge of the Southwestern Div., St. Louis. He has been on an extensive speaking tour of the U. S.

#### Offers Editing Scholarship

A \$1,000 college scholarship in industrial editing has been established by the McCormick-Armstrong Co., Inc., creative printers and lithographers, Wichita, Kansas.

It provides a grant of \$250 per year throughout the four years required to earn the degree of Bachelor of Science in Industrial Editing at Oklahoma A and M College, Stillwater, Oklahoma. The scholarship is open to the best qualified graduating student from any high school in the United States, on the basis of personality, need, scholastic record, and submission of an essay on industrial editing. Details are available from Clement E. Trout, head, Department of Technical Journalism, Oklahoma A & M College.

"As producers of a number of house magazines, we appreciate the growing importance of the company publication as a means of communication." Arthur M. Miller, president of McCormick - Armstrong, commented. "We feel that there is an obligation on the part of industry to help provide well-qualified persons with special training for the industrial editing field. To meet our share of this obligation is the purpose of the scholarship we have established."

#### Installs New Miehle 36"

A Miehle No. 36, offset press, said to be the first one installed in the Midwest, was put in recently by American Lithographing Co., St. Louis. This press was said to be part of a new line of Miehle offset presses being made in Germany, supplementing the No. 29. The 36 takes a sheet 23 x 36". A 41" single-color and two-color also are reported.

#### Heads Arvey Division

Blair Fisher has been appointed to handle the Special Products Div., Arvey Corp., Paul Godell, vice president, announced last month. Mr. Fisher will work under the direction of Mr. Godell on the development of wider uses of point-of-purchase displays. His headquarters are in Detroit.



This and other superiorities of Premium Graph-O-Lith are being reported to us constantly by cameramen from coast to coast. Their practical darkroom experience is the best proof, and here are some of their comments.

"With the same amount of solution, Graph-O-Lith brings up shadow dots completely on 50% more negatives than we can get from the best previously used developer. The shadow detail continues to come up fully until the Graph-O-Lith is nearly exhausted.

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Graph-O-Lith is the finest photomechanical film and paper developer HUNT has ever produced ...a maximum-contrast developer for process film and plates, thin-base strip film, and photomechanical papers. Try it yourself. Write for a free trial two-gallon can of Premium Graph-O-Lith® now.





## PHILIP A. HUNT COMPANY Manufacturing Chemists PALISADES PARK NEW JERSEY CHICAGO ILL CLEYELAD OHIO CAMBRIDGE MASS. BROOKLYN N Y DALLAS TEXAS LOS ANGELES CALIF

#### Joins Oxford in Chicago

Andrew M. McBurney, vice president for sales of the Oxford Paper Company, New York, announced April 27 that Lawrence K. McGrath has become a member of the company's western sales organization with offices at 35 East Wacker Drive, Chicago.

Mr. McGrath's experience in the paper and allied industries has been principally in Chicago and the Middlewest. He was connected for several years with the Dennison Manufacturing Company, and in 1938 became associated with the McLaurin-Jones Company, manufacturers of coated and gummed papers. After his discharge from the Army in 1946 with the rank of lieutenant colonel, he returned to McLaurin-Jones, and in 1948 was appointed manager of their Chicago office.

Mr. McGrath will be engaged in the sale of the products of the company's Rumford, Maine, and West Carrollton, Ohio mills in the western area.

#### Brown & Bigelow Sales Up

Brown & Bigelow, St. Paul, reports that 1952 profits were trimmed slightly by increased operating costs and high tax rates.

Sales of Remembrance Advertising, the firm's trademark name for its more than 900 products and services, totalled \$46,013,065 according to its annual report made public in April. This is an increase of \$2,499,106 or 53/4 per cent over 1951. Remembrance Advertising products and services include calendars; leather pocket, desk and travel items; playing cards; novelties such as pens and lighters; direct mail; and deluxe business greetings.

Earnings before taxes for the fiscal year which ended January 31, 1953, were \$1,815,400 compared to \$5,430,332 for the previous year. Earnings after taxes were \$2,325,088 for 1952 as against \$2,383,575 for the previous year. This means that net earnings of the 1,263,645 shares of outstanding common stock were \$1.75 in 1952, against \$1.80 in 1951.



#### Blattenberger Sworn In

Raymond Blattenberger (left) formet executive vice president of Edward Stern & Co., Philadelphia printers and lithographers, on Apr. 28 was sworn in as the fourteenth Public Printer of the United States. The cath of office was administered by Judge Nobie J. Johnson (right) of the U. S. Court of Customs and Patent Appeals. The Bible on which Mr. Blattenberger took the oath was held by the Rev. Paul W. Stauning.

Minister of Collingswood Presbyterian Church (center).

Church (center).

Among those present at the Government Printing Office for the ceremonies in connection with the swearing in were: The Chairman of the Joint Committee on Printing, Senator William E. Jenner; Senators Carl Hayden, Arizona, and Frank Carlson, Kansas; and Representatives Karl M. Le-Compte, Iowa; Paul F. Schenck, Ohio; James W. Trimble, Ark.; Charles A. Wolverton, N. J., and Benjamin F. James, Pa.

Charles A. Ward, president, pointed out that the sales upsurge was gained without price increases. He termed the sales upswing "particularly important" because it enabled the company to absorb expenses of a long-term sales training program, as

well as higher labor and material

#### Starts Offset Co.

Gordon Strawbridge, formerly proprietor of Strawbridge's Camera and Stationery Store in Mill Valley, Marin County, California, has opened the Marin Printing Co. in that city. The firm will specialize in offset work.

#### Butler in West

Lloyd Butler, assistant to the vicepresident in charge of sales for the Harris-Seybold Company of Cleveland, has been a visitor to San Francisco, Los Angeles, and other Western cities during the past few weeks.

He has been the guest of Jim Willis, Pacific District manager for the company.

#### Calif. Club Chartered

April 21st was the charter night meeting of the recently formed Stockton Club of Printing House Craftsmen. From Los Angeles, International President Gordon J. Holmquist was to be a guest of honor to present the club's charter.

Speaker of the evening was to be A. R. Tommashini, public relations chairman of the international. A number of members from the San Francisco and East Bay Clubs were expected.

President of the new club is Carmen Perino of Perino & Vitek Printing Service. Other officers are Harold Deady, Atwood Printing, vice-president, and Cliff Geddes, printing instructor at Stockton College. Sergeant-at-arms is Gilbert Newman, Atwood Printing, and he will be assisted by Earl Klein of Warnke Printing Co.

Thirty-seven members signed the charter application at the March 17th meeting when it was decided to form the club.



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#### CONDENSED STATEMENT DECEMBER 31, 1952

#### ASSETS LIABILITIES LOSS RESERVE ...... \$1,574,313.88 \$145,673.96 On deposit with Bankers Trust Set aside as required by law to Company, et al. (\$50.00 in office) meet future payments due or which may become due on all acci-\*U. S. GOVERNMENT BONDS... 2,060,623.21 dents to date of this statement. (Equivalent to more than 75% at market values of all Bonds and STATE WORKMEN'S COMPENSA-Stocks held.) TION BOARD EXPENSE..... 102,088.12 Estimated amount hereafter pay-175.861.88 able to N. Y. State Workmen's Compensation Board for expenses Rails, Utilities, and Industrials. of administering the Law. \*STOCKS ..... 494,890.00 Rails, Utilities, and Industrials. UNEARNED PREMIUM RESERVE ..... 491.097.24 MORTGAGES ..... 28.696.51 Pro rata portion of premiums un-First Mortgage Loans on imearned on policies which have not proved New York City real estate. expired. REAL ESTATE ..... 12,500.00 OTHER LIABILITIES ..... 52,272.69 (Acquired as a result of fore-Salaries, Taxes, etc., due but unclosures.) paid as of date of this statement. PREMIUMS IN COURSE OF 244,997.23 COLLECTION ..... SPECIAL RESERVES ..... 37.321.37 Due the company on policies, ex-Set aside for epidemic reserve and cluding any premiums on policies losses in excess of \$10,000 and less more than ninety days old. than \$25,000. DEPOSIT IN MUTUAL DIVIDEND RESERVE ..... 96,616.59 CORPORATIONS REINSURANCE FUND ...... 120.612.35 Set aside to meet future payments as declared on policies expiring On deposit with moneys of other to and including Feb. 1953. mutual companies for loss in one accident in excess of \$30,000.00 **Total Liabilities**.....\$2,353,709.89 and less than \$100,000.00 (A loss in excess of \$100,000,00, to \$5,000,-000.00, is further reinsured.) VOLUNTARY RESERVE ...... 125,751.17 To adjust all Stocks and Bonds, INTEREST ACCRUED, ETC..... 24,793,73 other than Government Bonds, to Interest earned; Reinsurance re-coverable; Cash Surrender Value the lower of cost or market values. -Life Policy. †SURPLUS ..... 829,187.81 Total Admitted Assets . . . . . . \$3,308,648.87 \*BONDS AND STOCKS valued on New York Insurance Department †Policyholders Surplus would have been \$954,938.98 with Voluntary Reserve included.

Convention value basis. \$275,000 Government Bonds included above deposited with the State of New York as required by law.

## Books and other Aids . . .

#### How to Prepare Art and Copy for Offset Lithography

By William J. Stevens and John McKinvan

Lwelve chapters with over 125 illustrations, two-threeand four-color lithography throughout, 81½ x 11", clothbound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

#### Color Chart for Dot Etching

This chart, composed of four sheets, is 22½ x 26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

COMPLETE FOUR-PAGE WALL CHART - \$10

## Photography and Platemaking for Photolithography

By I. H. Sayre

(Fifth Edition 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated. Widely Used as a Standard Textbook.

POSTPAID \$6.75

#### How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9"

POSTPAID \$5.25

#### **Order Direct From**

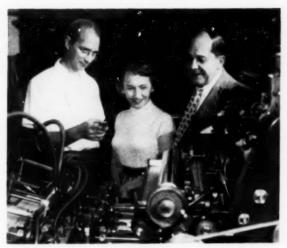
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	Photography and Platemaking — \$6.75
	Color Chart for Dot Etching — \$10.00
	(add 3°; sales tax if in New York City)
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Street	
City. Z	one, and State

#### TV's Van Deventer Adds Offset Press

Fred Van Deventer (right) and his wife, known professionally on the radio as Florence Rinard, look at the ATF Chief 22 press recently installed at Mr. Van Deventer's Princeton Printing and Publishing Company plant, Princeton, N. J. Plant foreman, Lester Dodge, is at left. Mr. Van Deventer, who is gram "20 Questions," operates, the offset-letterpress firm in Princeton.



#### Phila. Group Holds Quiz

A discussion of the technical aspects of offset featured a quiz night April 2 sponsored by the Junior Executives Club of Philadelphia at the Whittier Hotel. The panel consisted of Pete Ferrigno, of Butler & Ferrigno, who spoke on press work; Joe Mazzaferri, of the Colorcraft Lithoplate Co., who discussed plates; and John Fleming, of Edward Stern & Co., who explained the work of the camera.

The panel agreed that offset printing has continually advanced to a point where it is now accepted by many buyers as the most popular printing process. This rise to prominence, the members of the panel pointed out, is not merely coincidence but rather the result of research, development and experience gained over the past quarter century.

Len Starkey, of Edward Stern & Co., was the moderator.

#### **DuPont Plant Wins Honor**

The Du Pont Printing Plant. 1309
Noble Street, Philadelphia, won top
honors in the National Safety Council's 1952 Printing and Publishing
Section contest. Stanley Rinehart,
plant manager, accepted the award
at a recent luncheon at the Broadwood Hotel, Philadelphia, from J. D.
LaMothe, manager of Du Pont's General Services Division.

The plant's 135 employees had a

perfect safety record in 1952 and have now compiled a total of 771 days, or 550,700 man-hours without a major injury. This means that the Du Pont plant has an over-all injury ratio nine times lower than the chemical industry and 15 times lower than that of industry as a whole.

#### Join Philadelphia Craftsmen

Robert H. Bensing, of Bensing Brothers & Deeney, has been elected an associate member of the Philadelphia Club of Printing House Craftsmen. The following have been proposed for membership: Hanley A. Scott, district sales manager, Mohawk Paper Mills; C. Leroy Sibra, of the Whitmarsh Printer; and Siguard W. Haug, advertising manager of Bensing Brothers & Deeney.

#### Paper Co. Shifts Salesmen

Paper Manufacturers Co., Philadelphia makers of gummed paper, has shifted several salesmen in the East. Robert Ervin, formerly in Chicago, now covers eastern Pennsylvania. southern New Jersey, and Maryland, Delaware, Virginia and D.C. John Woodbury covers New York City, north Jersey, and southern New England. Tom Lueders continues in New York City, New York State and northern New Jersey. All work out of Philadelphia.

#### Palm. Fechteler Moves Offices

Palm, Fechtcler & Co., said to be the country's oldest manufacturers of decalcomanias, on April 25th moved its executive and sales offices to its plant in Weehawken, N. J. The offices formerly were located at 220 West 42nd Street in New York City. The Weehawken plant is completely air conditioned and has been modernized with new equipment in recent years. In addition to lithography, the manufacture of decals also entails letterpress, gravure and silk screen printing. Alphonse Bihr is president of the concern.

#### Mrs. Warde on U.S. Tour

Mrs. Beatrice L. Warde, director of publicity for The Monotype Corporation, Ltd., of Surrey, England, is touring the United States during May to talk about type and Monotype faces. Her tour is being sponsored by the Lanston Monotype Machine Co., of Philadelphia, an affiliate of the English firm.

She was to arrive in the U.S. May 5 and was to speak first at the Carnegie Institute of Technology in Pittsburgh, May 7. She will close her tour with a talk in Philadelphia on May 27.

In 1950, Mrs. Warde made a similar tour of the United States and Canada under the sponsorship of the Lanston Co.

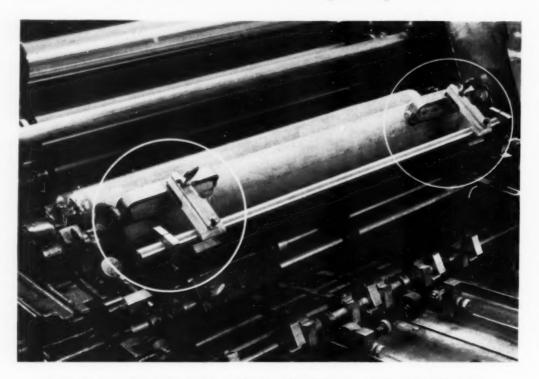
#### Report on Gravure Copy

A report titled "Preparation of Art Work for Color Rotogravure" has been issued by a committee on newspaper printing of the American Newspaper Publishers Association and the American Association of Advertising Agencies. It is one of the series of reports on various art and reproduction mediums, which the committee is preparing.

#### Zabel Artist Dies

Kenneth S. MacNeal, 35, a lithograph artist employed by Zabel Bros. Co., Inc., Philadelphia offset house, died suddenly April 16 at Stetson Hospital in that city. He is survived by his wife, two sons and a daughter.

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Quickly positioned anywhere along the fountain roller to cut off or lessen the water feed as desired.

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Made in any lengths from 2" to 6" - will fit any make or size press.

They really work — give an important "assist" to trouble-free damping and profitable runs.

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#### Playing Card Sales Rise

Net 1952 sales of the United States Playing Card Co. of Cincinnati totaled \$18.635.183, an increase of six per cent over 1951 sales of \$17.-511,143. President M. A. Follman reported to stockholders. Net income last year was \$1,666,529, equal to \$4.32 per share of common stock, compared with \$1,637,427, or \$4.25 a share in 1951. The company balance sheet as of Dec. 31, 1952 listed current assets of \$13,117,581 and current liabilities of \$2,986,095, compared with \$12,953,709 and \$3,009,-262, respectively, a year earlier. Earned surplus totaled \$7,500,442 at the end of 1952, compared with \$7,-376,324 a year earlier. During the last four years, the company spent \$1,100,000 for new facilities.

#### Cincinnati Officer Dies

Miss Flora Wulfhorst, 38, secretary of the Cincinnati Lithographing Co., Inc., for the last six years, collapsed and died unexpectedly on April 14 in her home, shortly after arriving from her office. Death was due to a heart ailment.

A native of Cincinnati, Miss Wulfhorst had been associated with the firm for 16 years. She was a member of the Cincinnati Association of Credit Men and the North Fairmount Presbyterian Church. Survivors include her mother and step-father.

#### See Camera Demonstration

Members of the Ohio Valley Screen Process Printing Association were guests on April 17 of Modi-Graphic, Inc., of Cincinnati, where they witnessed a demonstration of the firms' photo-master dimensional control camera, under the direction of president Raymond Olsen.

#### Adds 35x45" Press

Technicraft, Inc. of Cincinnati has installed a new Harris 35 x 45" single-color press.

#### Cincinnati Co. Expands

Expanding business has made it necessary for the Bell and Hortenstine Co. of Cincinnati to increase their floor space by 3,000 square feet, to expand their platemaking facilities. New equipment includes a Robertson 40" camera and a Harris 28 x 41" offset proving press.

#### Adds 94 in. Trimmer

Mohawk Paper Mills, Inc., Cohoes, New York, recently put in a Seybold 94" trimmer, which is the largest Seybold trimmer made. The new machine is equipped with twelve auxiliary side tables. It is the seventh trimmer put in at the company's Cohoes division.

#### Honored for Long Service

Herbert Stephens was presented a lapel button indicative of 45 years' service with American Litho Division, U. S. Printing & Lithograph Co., Boston. He has, however, been with the firm for 48 years.

#### Stecher Appoints Director

Harold A. Carpenter was elected a director of Stecher-Traung Lithograph Corp. at a meeting of the company's board of directors in Rochester, N. Y. Mr. Carpenter is president of Olney & Carpenter Inc. of Wolcott, canning and frozen foods concern.

#### Adds 3-Knife Trimmer

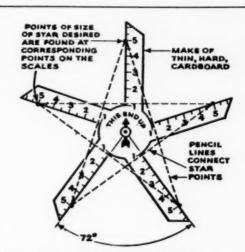
What was said to be the first installation in the Chicago area of the Lawson rapid three-knife trimmer was made recently at the plant of Brock & Rankin, book and catalog binders.

#### Garber Adds Big 2-Color

A. L. Garber Co., Ashland, Ohio, now has in operation a new Harris 50 x 72" two-color offset press. It was installed early this year.

#### Returns from Air Force

Major Kenton Donaldson, treasurer of the Donaldson Art Sign Co., Covington, Ky., has returned from active duty in the Air-Sea Rescue Division of the Air Force.



#### How to Lay Out a Five-Point Star

The diagram above shows how a template may be made which can be used to draw five-pointed stars quite accurately, and in a variety of sizes. The diagram can be laid out on a sheet of bristol or cardboard. By using this, a star of any size can be produced by making a mark at corresponding points

on each scale and connecting the points with straight lines. The scaled sides also can be extended to the center point, or away from it for smaller or larger stars. Corresponding edges of each arm are exactly 72 degrees apart.

This information was published in a recent issue of the Dallas Litho Club's bulletin.

#### **Bowers Plans Open House**

Bowers Printing Ink Co., Chicago, issued invitations for a housewarming reception May 15 at their new plant at 2655 W. Irving Park Road, where full operations were started April 1. The building, with 25,000 sq. ft. of working space, is planned along modern lines for efficient prodution of lithographic and letterpress inks and varnishes. A feature is the laboratory which provides enlarged facilities for scientific control of manufacturing processes and for development projects which the company has under way. Available for future building expansion is 16,000 sq. ft. of land, now used for parking pur-

Bowers Printing Ink Co, was established 21 years ago in 1932. Two years later larger space had to be found and leased quarters were taken at 711 W. Lake St. Here operations continued for 19 years until the new plant, for which planning started in 1950, was ready for occupancy.

M. A. Pfaelzer became president of the company in 1943.

#### Meyercord Man on Jury

J. E. Shechan, secretary-treasurer of the Meyercord Co., Chicago, was a member of the "blue ribbon" coroner's jury which sought to fix responsibility for the factory explosion and fire in Chicago last month, in which over 30 workers were killed and two score others injured.

#### Speaks on Silk Screen

Jack Simmons, operator for the last 25 years of the Chromart Company, Philadelphia, spoke on the silk screen process at the monthly meeting April 9 of the Philadelphia Club of Printing House Craftsmen. He spoke on behalf of the Philadelphia Chapter of the Screen Process Printing Association.

Simmons spoke about the improvements mechanization has brought to the rapidly expanding industry. He also explained a display of all screen processes applied to almost every type of material from paper to glass, leather, metal, and plastics. He showed some printing jobs done on cylindrical objects.



#### David M. Rapport Dies

David M. Rapport, president of Rapid Roller Co., Chicago, and an outstanding contributor to many technical developments in the lithographic industry, particularly in the field of rollers and blankets, died April 14 in Los Angeles. His life story had a typical Horatio Alger flavor to it, as he was reared in an orphans home to the age of 14, and began his business career as a newsboy. He later served an apprentice-ship with a Chicago builder of printing machinery.

Mr. Rapport received his teehnical education at Lewis Institute, Chicago, and it was during his course there that he developed his first thoughts on the improvement of printing rollers. He is credited with the invention, in 1913, of the first lithographic rollers which were successful in dispensing with the use of sheepskin and leather. This was the first of a series of developments in litho rollers, which also, of necessity, included the design and Jevelopment of new machinery for roller manufacture. In 1932 he was instrumental in the development of the lithos graphic blanket.

Mr. Rapport organized the Rapid Roller Company in 1917, designing the machinery used in the plant. He was a member of the Chicago Assn. of Commerce, Chicago Craftsmen, Litho Club and Printers' Supplymen's Club of Chicago.

Surviving are his widow, Freda (nee Savage), his son, Lawrence S. Rapport, daughter, Maxine Sherwin, and 5 grandchildren.

#### Club to Nominate

Herbert L. Borden, president, Boston Litho Club, appointed the following nominating committee to choose a slate for the 1953-54 board of governors and officers:

Chairman, William S. Law, New England manager, International Printing Ink; and members, Thomas J. Tierney, publisher, "New England Printer and Lithographer"; James F. Beldotti, superintendent, Withrop Printing & Offset Company, Merrill N. Friend, chief chemist, Spaulding-Moss Co., Boston; Albert A. Richards, Jr., New England manager, Bingham Brothers Company; and Edward Canzano, president, Acme Printing Co., Everett, Mass.

Mr. Law held a meeting at the Hotel Gardner, Boston, April 16, at which the following members were added to the board of governors:

For a three-year term: Thomas J. Cain, Hub Offset Co., Boston; Chester Gramstorff, Sanderson Bros., North Abington, Mass.; and Jerry Ferragamo, former BLC president, Boston Offset Co., Boston. For one-year terms: Herbert Petersen, Harris-Seybold Co., Boston, and Curt Reed, IPI, Cambridge.

For one-year term, to fill vacancy of Arthur Olivieri, Lorell, Inc., Boston, and club treasurer, William Galli, of A. T. Howard Co., Boston.

#### Covers Speed Press Erection

Only 7½ hours of actual working time was required to erect a new Miller 28 x 41 CY Cutter and Creaser in the plant of the Norristown Box Co., Inc., Norristown, Pa., using a normal crew of two men working under the supervision of Miller erector Robert Fulton.

The speed-up in what was formerly a three or four day job has been accomplished through the adoption of the new Vapor Phase Inhibitor wrapping paper. Presses encased in this paper need not be coated with rust preventive compound even when destined for overseas shipment, since the paper itself prevents rust, the company reports.

In addition to the saving in erection time, the use of V.P.I. paper has eliminated the sticking of parts.



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#### Sanitary Products Use Litho

Metal containers decorated by lithography in striking designs and brilliant colors are finding increased use among manufacturers of insecticides, disinfectants, liquid soaps and other chemicals for the sanitary supply trade.

Formerly the ornamentation of the pails, barrels and drums used in this highly competitive field was limited generally to solid colors of unimpressive black paints or enamels sprayed on automatically in the factory, with a printed label added to identify the contents.

The new trend to use of metal lithography was revealed at the recent Chicago convention of the National Sanitary Supply Association, where numerous exhibitors serving the sanitary maintenance trade featured their products in the newly styled packaging. In every case the manufacturers questioned as to their reasons for the change replied that it was because of the strong sales appeal of color and the advertising value to them of the new lithographed designs.

James Varley & Sons, Inc., St. Louis, Mo., who manufacture a long list of chemical sanitation specialties, arranged a mass display, their first public presentation of their newly lithographed containers.

Ranging in sizes from 1 to 5, 15, 30 and 55 gallons capacity, these were decorated in multi-colored geometric and floral designs. The company's name was prominent, along with clearly legible statements as to ingredients and other legal data required on such products by government regulations.

James G. Varley, sales manager, said the lithographing was the work of Inland Steel Container Corp., Chicago. The new containers had not been in use long enough to indicate their sales pulling power, but the interest shown by convention visitors, he said, was a strong assurance that company's sales definitely will benefit from this innovation.

Franklin Research Corp., Philadelphia, which specializes in floor waxes and other floor maintenance chemicals, has been using large metal containers decorated by lithography for several years. The attractive colored pails and cans, a company spokesman said, "Have done some of our best advertising for us. We can definitely trace many new sales to the influence of the metal lithography." Asked who does their decorating job, he mentioned Crown Cork & Seal Co., Crown Can Co. and Rheem Mfg. Co.

One feature of this company's service is the use of private labels on orders shipped to jobbers. Overall lithographing of the container is furnished by the company and a blank space is left for imprinting the jobber's name and address or other copy. This imprinting, the spokesman said, is done in Franklin Research's Philadelphia plant by the silk screen process. In this way, he explained, the small customer, who could never finance a complete lithographing job, is enabled to benefit from the sales effects of lithographed containers.

Noxon, Inc., Jersey City, N. J., uses metal lithography on cans holding the metal polish they have been making since 1910. "There's no question but that a lithographed can has tremendous eye appeal." remarked John L. Swarta, executive director.

G. H. Packwood Mfg. Co., St. Louis, Mo., recently devised a counter display merchandiser to promote impulse buying of a waterless hand cleaner. Although other Packwood items bear paper labels, it was decided, a representative explained, to use metal lithography on the new product's container. Sales, he said, have been tremendous, due, he felt, to the striking effects of the lithographing work as well as the point of sale appeal.

Chemical Service of Baltimore, Baltimore, Md., another manufacturer of varied chemical specialties for floor sanitation and maintenance, featured its newly available private brand label service, described in a folder as "Applied Color Lithography."

"Your label is lithographed in color directly onto glass or metal containers," the folder explains with the added information that "the brilliant poster colors are heat fused to resist handling, weather and water wear." A picture, in the folder indicated, however, that the process used was not lithography but more probably silk screen printing.

Talks on Screen Displays

The April 9 dinner-meeting of the New England Screen Process Printing Assn. was held at the Hotel Gardner, with Albert Basse, of Albert Basse Associates, Inc., Brighton (Boston), Mass., president, presiding.

The meeting featured three speakers, the main one being Ronald Elliott, Switzer Brothers, Cleveland, Ohio, on the subject: "Selling Screen Process, Quality Is Not Enough."

Mr. Elliott said that screen process firms, of all people, can logically place their faith in the printed word. "Telling is selling—and telling in print is the basis for the existence of the silk screen business. We have three things to sell: Quality, Results, and Service.

"Quality has to be demonstrated. Results—help your customer to obtain a screen processed display that is outstanding in design, color, and execution. A display that gets results for him.

"Ideas are an important part of good service. Every advertiser is anxious to be shown how more money can be made for him by putting imagination and originality to work on his behalf.

"I cannot emphasize too much the importance of having a neat, clean office and reception room, creating a nice appearance for the customer."

Robert C. Pannier, sales representative, New England Electrotype Co., and president, Boston Club of Printing House Craftsmen, reported on the progress being made by the Graphic Arts Educational Committee to establish a school to train young men, for all branches of the Graphic Arts industry, including Screen Process. He said a survey now is underway, and he urged every firm to get behind this worthwhile movement, so that comprehensive courses could be instituted, encouraging youth to enter the Graphic Arts field.

Earle Bean, art director, Barta Press, Boston, and president, Boston Art Directors' Club, invited members of the NESPPA to the Arts Directors' dinner-meeting at the Boston Yacht Club, April 29.

#### Southern Assn. Meets

More than 250 printers, lithographers, and printing machinery and supply men attended the 32nd annual convention of the Southern Graphic Arts Association and the 14th Annual Exhibit of Southern Printing at the Jung Hotel, New Orleans, La., April 23, 24 and 25, which was featured by open forum discussions on "Color Printing, Lithography and Letterpress;" "Selling Printing"; and "Production Problems of Small Plant Operation."

Chief speaker for the color press discussion was John M. Wolff Jr., president of Printing Industry of America and vice-president of Western Printing and Lithographing Co., St. Louis. Other speakers in this group were William M. Winship, president, Lithographic Technical Foundation, New York, and general manager of Brett Lithographing Co., Long Island City, N. Y.; and Harold N. Cornay, Press of H. N. Cornay, New Orleans: F. Santry Reed, professor of marketing and salesmanship. Tulane University. New Orleans; Warren G. Posey, Fitzgerald Advertising Agency, New Orleans; and Bob Burns, Bob Burns Printing Co., Monroe, La., discussed the sales angle, Fred W. Hoch, Fred W. Hoch Associates, New York; W. J. Hourigen, treasurer, E. P. Lawson Co., New York; and Edwin B. Hundley. manager, American Type Founders, Atlanta, Ga., served on the panel discussing small plant production problems. John Doesburg Jr., secretary open shop division of PIA, spoke on "Values of Organization."

Present officers were re-elected as follows: Frank H. Parke, Democrat Printing and Lithographing Co., president; John C. Henley III, Birmingham Publishing Co., Birmingham, Ala., vice president; and Harry F. Ambrose, Nashville, acting secretary. Present state directors were re-elected with A. J. Baird, Baird-Ward Printing Co., and R. G. Graham, Parthenton Press, both Nashville, being added as delegates at large.

At a meeting of the board of directors of the Southern School of Printing Inc., operated by the Southern Graphic Arts Association, the following committee was named to be responsible for the operation of the School between semi-annual meetings of the board of directors: H. F. Ambrose, Nashville, chairman; Morris W. Davidson, Courier-Journal Printing Co., Louisville, Ky.: John G. Upton, New Orleans; R. G. Graham, Parthenon Press, Nashville: and Frank Parke, Little Rock, Ark,

Harold N. Cornay, a past president of the Association, served as local convention chairman.

The 14th annual Exhibit of Southern Printing exceeded previous exhibits in number of entries and quality of work. The Grand Award this year was on the basis of the "best overall showing" in the exhibit rather than for the best individual entry. It was won by Western Lithograph Co., Wichita.

#### N.Y. TV FORUM

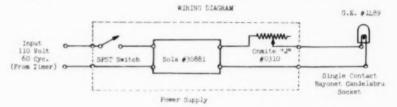
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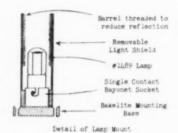
method was described in detail in *Modern Lithography*, December, 1952, page 59.)

Mr. Jorgensen described a simple new light source for contact printing which minimizes undercutting. A diagram and other information on this light accompanies this report. (below)

LTF's new copper-aluminum plate was demonstrated, and described as one of the simplest and most foolproof multi-metal plates. Most of the processing is done with standard deep etch methods and materials. (Details of this plate were published in Modern Lithography, December, 1952, page 51.) Some refinements of this process were introduced. It also was announced that copper-plated aluminum plates can be obtained from Printing Developments, Inc., Time and Life Building, New York 20, N. Y. Instructions, including how to copper-plate aluminum are given in LTF's "Research Progress" issue No. 27 (LTF, 131 East 39th St., New York 16, N. Y.).

The Saturday afternoon session was concluded with an open forum discussion on problems covering all phases of lithography.★★





The lamp is available from the G. E. Miniature Lamp Division and some local G. E. distributors. The entire rounded end of the bulb should be frosted by a light rubbing with emery paper. If possible, follow this by a light pumice blasting using a small sand blast gun or a Paasche Air Erraser with 40 to 50 pounds of pressure.

The light shield is removable. It fits around the socket and is held with a set-screw. Adjust its length so that light forms a cone that overlaps the corners of the printing frame from 3 to 5 inches. The length will depend on (1) size of the frame and (2) the distance from the light to the frame. The inside diameter of the shield can be

Power Supply Components

Sola #30881: 25 Volt Amperes, Input Range 95-125 Volts, Regulated Output 6.3 Volts SPST Switch Ohmite "J" #0310: Silver-Graphite Contacto, 2 Ohm, 50 Watt Rheostat

Lamo

Leads: #18-Two Conductor Jacketed Cable Socket: Single Contact, Bayonet Candelabra, Bakelite Base. Allied Radio, 833 Jackson Bivd., Chicago 7, Catalog No. 52-857 Lamps G.E. #1189 Miniature Lamp, Prosted at Tip.

larger than shown (up to about 114 inches diameter). The inside of the shield should be threaded (sharp V-shaped threads, about 8 to the inch) and painted with a black lacquer such as Kodak's #4 Dull Black to reduce barrel reflections.

The switch must be in the power line to the Sola #30881 unit since the regulator is not designed for continuous duty. If you want a continuous duty voltage regulator (as for use with a shutter over the lamp), you can get one with the required characteristics from Sola Electric Co., 4633 W. 16th St., Chicago 50, or Raytheon Mfg. Co., Waltham, Mass.

Announcing Munising's Durable New Paper

TEXOPRINT

for Offset and Letterpress Printing

Versatile • Durable • Flexible

### TEXOPRINT

for Full Color Production Runs

for Books • Maps • Charts • Tags

TEXOPRINT

where Sturdiness is Needed!



## Proved on Press Runs

The Printability of TEXOPRINT is matched only by other fine coated papers. The <u>Durability</u> of TEXOPRINT is matched only by cloth. For these reasons, TEXOPRINT has successfully met requirements for such items as Children's Picture Books, Maps, Charts, Tags, Labels, and frequently folded and re-folded Sales Brochures where Color Punch and Durability are equally important. TEXOPRINT was marketed only after repeat orders proved its performance. TEXOPRINT has high tear strength; it lies flat, and has dimensional stability equal to or better than high grade offset paper. The supercalendared finish affords an excellent surface for full-color, close-registered offset and letterpress printing with quick-drying inks.

For Color Bunch
TEXOPRINT
For Long Wear

## Proved in Actual Use

TEXOPRINT prints readily and legibly one or both sides, with waterproof inks, and copy stays clear and legible under the most severe handling conditions. The surface will not chip, nor will edges fray when torn or cut. Current usage indicates that TEXOPRINT does not curl or "dogear" readily. This, as well as the stain-resistant surface, makes it very desirable for frequently handled printed pieces such as Picture Books, Sales Presentation Folders, Instruction Manuals, Maps, Charts, Diagrams, etc. And soil can easily be removed with mild soap and water. TEXOPRINT accepts adhesives and its flexibility makes it adaptable for labels on curved or irregular surfaces.

## TEXOPRINT Send for Samples . Sizes . Prices

PRESS TEST TEXOPRINT—at the end of a current production run insert a few sheets of TEXOPRINT and observe its beautiful printability on the press . . . its ruggedness in use. TEXOPRINT is sold by Munising Paper Distributors from coast to coast.

for uses where requirements are: 1. Color Junch 2. Umability 4. Stain (Kesistance 5. Easy to Clea





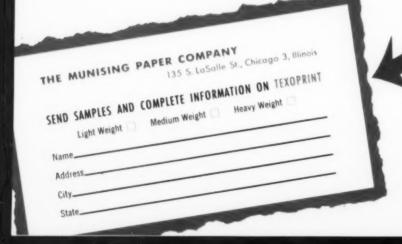














#### Chicago-Milw. Get Together

Silk screen printing and a post mortem on the bowling contest with the Milwaukee Club occupied the attention of the Chicago Litho Club at its April 23 meeting at Toffenetti's Monroe Street restaurant. Ralph Karsten, president of Screen Flock

#### NALC Program

The program and other details of the Detroit convention of the National Assn. of Litho Clubs, appears on page 39.

Industries, Inc., was scheduled to discuss the topic "Silk Screen Printing —Your Partner or Competitor," and a demonstration of screen printing operations was arranged for presentation by Walter Grimm of Admiral Screen Print, Inc.

Permanent ownership of the bowling trophy, for which the Chicago and Milwaukee clubs have battled for five years was settled finally at the April 11 meeting in the Golf Bowl, a roadside recreation center 20 miles south of Milwaukee. Milwaukee won by 25 pins. Chicago then offered a proposal to start all over again next year with a new trophy and a new five-year plan to determine its ownership by final showing of best three out of five final annual scores.

The largest crowd on record, more than 50, accompanied the Chicago team to the contest and total attendance, President Elton Baker of the Chicago Club, reported, was 116. Frank Rice was captain of the Chicago team and Ben Stieb led the Milwaukee Club to victory. Knowing that somebody would have to go down to defeat the Milwaukeeans had provided a copious supply of what makes their city famous, to help the losers drown their sorrows.

Milwaukee had won the trophy last year and when it came time to make the presentation to the winners it was discovered that nobody had remembered to bring it along when they left town. There was a "slight" delay while somebody drove the 40mile round trip back to town for it. Then Mr. Baker presented it to Ernie Blaha, president of the Milwaukee Club. After that they had dinner and entertainment. Roy Tenge, past president of the Milwaukee Club, was especially commended by Mr. Baker for the work of his committee on arrangements.

#### L.A. Litho Club Stalled

Formation of a Los Angeles Litho Club, in the project stage for more than a year, has been postponed indefinitely for two reasons: illness of one of its main sponsors and the removal to New York of another of its moving spirits. If and when men can be found to undertake the organizational work, the club will be formed, according to several prominent Los Angeles graphic arts men. Those favoring eventual formation of the club are members of the Los Angeles PIA, which sponsors a Litho Forum which is not considered competitive to the proposed club idea.

At the same time naming of an executive committee for the PIA Lithograph Group was announced by Chairman Les Bennett of Mission Engraving Co. The men are: Joe and Lou Gandelman, Kerr Printers & Stationers; Larry Jeffries, Jeffries Banknote Co.; Scott Mattraw, Hillside Press; Charles Negelberg. Central Lithograph Co.; Dusty Rhoads, Ray Burns Inc.; Clayton Shaw, Western Lithograph Co.; Sonny Slosburg, Universal Printing & Litho Co., and Paul Walker, of Sterling Press.

#### LITHO CLUB GUIDE

BALTIMORE Clarke J. Fitzpatrick, Jr. 36 East 25th St. Baltimore 18, Md.

BOSTON Herbert Borden, Pres. Hub Offset Co. 175 Purchase St., Boston 10,

CHICAGO
James Ludford, Secy.
216 N. Clinton St., Chicago 6, III.

CINCINNATI Wm. E. Staudt, Jr. Young & Klein, 5137 Vine St., Cincinnati 17.

CLEVELAND
Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave., N. E.

CONNECTICUT VALLEY
Leslie E. Phillips, Secy.
N. Maple St., Hazardville, Conn.

DALLAS
E. D. Malone,
Southwest Printing Co.
Dallas, Tex.

DAYTON
Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio.

DETROIT
Wheeler Calender, Secy.
Printing Dept.
Ford Motor Co.

HOUSTON Chloe Lee Mallett, Secy. 2104 Wichita, Houston

MILWAUKEE Dick G. Krekel, Secy. 5720 W. Thurston Ave. Milwaukee 16. Wis.

NEW YORK
Leonard E. Adams
40-42 Hartley Place
Fairlawn, N. J.
Meets 4th Wednesday, Building Trades Club.

ONTARIO Robert Elgie, Secy. 26 Lombard St., Toronto, Ont.

PHILADELPHIA
Joseph Winterburg, Secy,
622 Race Street, Philadelphia 6.
Meets 4th Monday, Poor Richard Club.

QUEBEC Dave Riddell, president Montreal Litho. Co., Montreal, Canada.

ROCHESTER Frank H. Spoto 626 Westchester Ave., Rochester 9, N. Y.

ST. LOUIS

M. G. Cornor, Secy.
Hallenberg Press, Inc.
114 N. 7th St.

TWIN CITY
Herbert Werner
H. M. Smythe Printing Co.
178 E. 9th St., St. Paul, Minn.

WASHINGTON
Dave Fell. Secy.
PO Box 952. Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NAT'L ASS'N OF LITHO CLUBS Angelo Pustorino, Exec. Secy. 3209 Avenue M., Brooklyn 10, N. Y.

# The THREAD goes ROUND and ROUND THERE CAN'T BE A SEAM

AQUATEX and DAMPABASE, coverings for dampening rollers, are made by knitting one continuous thread into a snug-fitting circular sleeve. This eliminates pesty seams that cause annoying bumps and hollows. The soft absorbing texture of AQUATEX and DAMPABASE affords even distribution of water over the entire surface of the plate. AQUATEX and DAMPABASE give peak efficiency on your dampeners.

Important features are the smooth, even surface of AQUATEX and the cushion-like surface of DAMPABASE, the undercovering, that combine to give exact dampening control over the entire lithograph plate.

AQUATEX and DAMPABASE, the seamless materials, give far better dampening control and help produce exceptionally fine results.

7hey're Better Because 7hey're Seamless

The seamless feature of AQUATEX and DAMPABASE is a great time-saver. There is no sewing of seams, no stopping the presses to repair breaks caused by stitches rotting or pulling out.

Order your supply of AQUATEX and DAMPABASE from your lithographic supply house . . . there is a size for every press.

### GODFREY ROLLER COMPANY

Roller Makers for 88 Years - WILLIAM P. SQUIBB, President
211-21 NORTH CAMAC STREET, PHILADELPHIA 7, PA.

#### Rochester Club Active

The annual Sauerkraut dinner of the Rochester Litho Club was held March 28th at Ridgement Country Club and club officers reported that it was a successful affair. It was staged as a ladies night and the program included singing waiters and entertainment in addition to dinner and dancing. Al Eisenbraun was in charge of general arrangements.

At the Club's April meeting, a panel discussion was scheduled with the following men taking part: Lloyd Knight on camera; George Adams and Noah Bryant on paper; Al Eisenbraun & Harold Rechin on press; and William Merrit & Carl Goerbing on plates.

Mr. Goerbing, president of the club, reports that the constitution and by-laws recently were printed and distributed to club members. He also reports that a nominating committee has been appointed including Carlton Bigger, Roy Bippes, William Merritt and Ed Florack.

At one of the club's recent meetings 71 members were present to hear a discussion by Syl Hall of Eastman Kodak Co. on the new Etkagraph silk screen process.

#### 300 at N.Y. Ladies Night

Some 300 persons dined and danced, received prizes and were entertained, at the Silver Anniversary Ladies Night of the Litho Club of New York, April 18. The annual event was held in the Biltmore Hotel.

Guests were welcomed briefly by Angelo Pustorino, president of the club. The balance of the program was devoted to awarding a generous number of prizes in addition to jewelry gifts to each lady attending. Two hundred balloons, released from the ceiling over an assembly of all the ladies present, caused a climactic scramble to find the one balloon containing a slip of paper. A set of silver was awarded to the winner of the contest. Music and a floor show filled out the evening.

Arthur Tarling, Bingham Bros. Co., was chairman of the entertainment committee, which includes Don Rovegno, Jacques Tisne, and Dan Ford. The club's next meeting is to be a panel discussion on all phases of dry offset printing. Representatives of American Type Founders are to comprise the panel. This is scheduled for Wednesday, May 27, at the Building Trades Club, 2 Park Ave. This is the final meeting of the spring season.

The club's annual outing is planned for Saturday, July 18. It will be held this time at the Platte-Deutsche restaurant, Hempstead Turnpike, Franklin Square, Long Island. Activities are to include a bowling sweepstakes with a first prize of \$50. Mr. Tarling is in charge of arrangements.

#### Cincinnati Plans River Cruise

Final arrangements for two annual activities of the Cincinnati Litho Club were approved at a dinner meeting on April 14 in Hotel Alms, at which President Richard Fischer presided.

The annual election of officers will be held during an Ohio River moonlight boatride on the Johnson Party Boat on June 6. The group, restricted to members, wives and invited guests, will sail from the Broadway landing at 6 p.m., and return at midnight. An entertainment program and a late evening dinner are being arranged by a committee headed by Lawrence Daugherty of Tri-State Lithographers, Inc.

The club's annual family basket picnic will be an all-day affair on Aug. 8 at Lohrman's Grove on the Harrison Pike in suburban Dent, O. There will be dancing to music by the Kentucky Colonels, and a variety of sports and athletic events for both children and adults. The arrangements committee is headed by Robert A. Schrage of Ditto Press, Inc.

Preliminary arrangements also were discussed for the club's annual dinner dance for members and their wives, which will be held next November at the Cincinnati Club.

Principal speaker at the meeting was Roy Tyler of Cleveland, general service manager for the Harris-Seyhold Co., who discussed the installation and operation of litho presses. His talk was followed by a lengthy questions and answers period, A guest was George Martin, Harris-Seybold district service manager.

#### Conn. Hears Stevens

The April 10 meeting of the Connecticut Valley Litho Club was held at the Hotel Bond, Hartford, Conn., attended by 50 members, and presided over by President Robert B. Ervin, Muirson Label Co., Meriden, Conn. Because of Good Friday, April 3, the meeting date was changed from the first to second Friday for April.

Guest speaker was William J. Stevens, assistant manager, eastern offset press sales, Miehle Printing Press & Mfg. Co., New York, on the subject, "Facts about Successful Plant Operation." Following his talk, he showed slides of the latest in Miehle offset presses.

A special color movie was shown after the meeting, titled, "Insurance City Open Golf Tournament."

Mr. Ervin announced the annual clam bake scheduled for Aug. 21 at Turner Park, Longmeadow, Mass.

#### Cleveland Holds Movie Night

March 27th, was "Movie Night" at the Cleveland Litho Club. This was a double feature, having two color and sound movies on graphic arts trades. The first feature of the evening was entitled, "The Great White Trackway." This film, produced by the Hammermill Paper Co., shows the manufacture of paper from the cutting of the trees for pulp logs to the finished product as it comes from the mill. The endless ribbon of paper as it comes from the paper making machines is likened to a broad highway. It is through the mating of the art of printing and the broad highway of paper that the wheels of business are kept smoothly

At the conclusion of this film, a number of queries pertaining to the manufacture of paper were answered by Bud Petrequin, president of the Petrequin Paper Co., and some of his associates. The Petrequin Paper



- Cuts Costs
- Does a Better Job
- Automatically Stitches up to 9000 Signatures an hour (2 stitches, 2 up)
- Up Up Up go time and labor costs—so down—down—down must go time-and-labor-wasting operations. The Rosback Saddle Gang Stitcher does exactly that.

This stitcher eliminates entirely the hand-collating of signatures — collating and stitching are combined into a single operation. Labor costs are cut at least 50% as compared to hand stitching.

The stitching operation is completely automatic. Operators simply feed the signatures onto the saddle and the machine does both the collating and stitching in one smooth, steady, fast-moving, automatic operation. The stitching is spaced accurately and uniformly—automatically staggered so stitches do not pile up to break out under pressure of cutter clamp when thin books are trimmed. You not only save money with a Rosback, but you also keep your stitching on schedule.

#### TWO MODELS

Rosback Saddle Gang Stitchers are made in two models: Model No. 204 places any number of wire stitches from 1 to 4 inclusive, and No. 210 any number from 1 to 10 inclusive, in each book or booklet, or in each gang when job is printed two-or-more-up.

Because it is easy to set, the Rosback Saddle Gang Stitcher shows nearly as big a time saving per thousand on runs of 1,000 or 2,000 as on 25,000 and up.

Your Rosback Dealer will be glad to help you select the Rosback Saddle Gang Stitcher that will best serve your needs. Or, write us for descriptive bulletin that gives all the unusual advantages of the Rosback Saddle Gang Stitcher. Co. is the Hammermill supplier in Cleveland.

The second movie of the evening was entitled "Rainbows to Order." A film showing and explaining the manufacture of printing and litho inks and the ever widening use of color in the Graphic Arts. It was produced by the Interchemical Corp., Printing Ink Division (IPI).

Seventy-five members and guests attended.

John Braun was voted an honorary life member of the club. The membership was given in recognition of Mr. Braun's efforts in the organization and building of the Cleveland Litho Club.

#### Lefers at St. Louis Meeting

Bernard Lefers of Cavanagh Printing Co., was the guest speaker at the April 9 meeting of the St. Louis Litho Club. His subject was Foreman's Management Program as set up by the Human Relations Section of the Printing Industry of America. The next meeting, May 7 was to be a business meeting.

The following persons are new members in the club: Richard Scully, Willett Litho Co.; Wayne Wright and Niel McGowan, Jr., Von Hoffmann Press, Inc.; Robert Lee Johnson, Joynson, Inc.; Walter Creel, Jr., Northwestern Printing Co.; Norman Ely, A-1 Litho Co.; and Harry Munari, Britt Prtg. & Publishing Co.

#### Dallas Has Two Speakers

Two speakers were scheduled to address the April meeting of the Dallas Litho Club at the T & P auditorium. Roy Cowan, president of Southwest Printing Co., was to speak on "Unfair Competition"; and "Taking Guesswork out of Typesetting" was John A. Scott's topic. He is head of the typography firm bearing his name.

The club has meetings planned right through the summer months on the first Tuesday of each month. On June 6 and 7 it is sponsoring the third annual Southwestern Litho Clinic, in cooperation with the Houston Litho Club. This will be at the Adolphus Hotel, Dallas.

F. P. ROSBACK COMPANY . Benton Harbor, Mich.

WORLD'S LARGEST MANUFACTURERS OF PERFORATORS
GANG STITCHERS AND PAPER PUNCHING MACHINES

#### Harnish Speaks at Dayton

New uses of plastics and light room emulsions for the lithographic trade were discussed at the April 6th meeting of the Dayton Litho Club. The speaker was Edward W. Harnish of Direct Reproduction Corp., Brooklyn. Mr. Harnish, who is a former president of the National Association of Litho Clubs, explained how plastic sheets are being used to eliminate many of the everyday problems in the lithographic industry. Thirty persons attended the meeting, which was held in Neil's Restaurant.

The club's next meeting was scheduled for May 4th in the same place.

#### Boston Meets With Craftsmen

The 2nd annual joint meeting of the Boston Litho Club and the Boston Club of Printing House Craftsmen, was staged at the Hotel Gardner, Boston, Monday, April 13, with 178 present. Hosting each club was Herbert L. Borden, vice president, Hub Offset Co., Boston, BLC president, and Robert C. Pannier, sales representative, New England Electrotype Co., Boston, Craftsmen president.

"Paper Vs. Ink" was the theme of the evening, discussed by a letterpress and offset panel, over which Elmer J. Grover, of Case, Lockwood & Brainard, Hartford, Conn., was moderator.

Members of the panel were: William J. Barry, superintendent, letterpress department, Rapid Service Press, Boston; Herald M. Cowley, superintendent, International Printing Ink, Cambridge, Mass.; F. William Goetz, sales service dept., Mead Corporation, Chillicothe, Ohio; William E. Mountoux, director of research, Sinclair & Valentine Co., New York; and Al P. Reynolds, superintendent, Printing-Testing Dept., S. D. Warren Paper Co., Cumberland Mills, Me.

The May 11 meeting of the Boston-Litho Club will feature a series of six speakers allotted 10 minutes each to discuss an item on the general theme, "What's New?" at the Hotel Gardner, Boston. The evening will be devoted to the latest in lithography.

The club was guest of the S. D. Warren Paper Co., Cumberland Mills, Me., Saturday, April 25. Sixty members departed by bus from Boston at 8 a.m., and arrived at the mill 11:45, greeted by Robert S. Elliot of the Boston office.

A chicken dinner was served the group at "The Elms."

The assemblage was divided into groups of seven, and the tour covered the process from the manufacture of pulp to the finished product.

The tour wound up at 4, and a social hour followed at "The Elms," and at 5:15 the trip returned to Boston at 8:40 p.m. The day was fair in weather conditions.

Three years ago, the BLC sponsored a similar trip.

Thomas J. Cain, Hub Offset Co., was chairman of the BLC Special Functions Committee, with members Roland J. Lachapelle, manager, E. P. Lawson Co., Boston, and John Raymond, formerly of Storrs & Bement Co., now Carter, Rice & Co.

The Board of Governors was to meet at the Hotel Gardner May 5 to elect the list of officers for the ensuing year, to be announced at the regular monthly dinner-meeting, Hotel Gardner, May 11.

Delegates to the National Association of Litho Clubs at Detroit, May 8 and 9, from the Boston Litho Club are: Herbert L. Borden, Council member; and vice president, Hub Offset Co.; James F. Beldotti, superintendent, Winthrop Printing & Offset Co.; and Albert A. Richards, New England manager, Offset Division, Bingham Brothers Company.

#### Phila, in Camera Session

A camera session, in the first of a series of meetings planned to go back to fundamentals, was held April 27 by the Litho Club of Philadelphia, at the Poor Richard Club. Nearly 120 persons attended the meeting which consisted of a two-man panel: Joseph Butler of Graphic Arts, Inc.; and John E. Fleming, Edward Stern & Co.

The discussion followed a list of prepared questions, and was planned to be presented in such a way as to be informative for platemakers and pressmen as well as for photographers and others. Len Starkey, Edward Stern & Co., the club's vice president, presided at the meeting in the absence of Walter Blattenberger who was attending the Washington meeting of the Technical Assn. of the Graphic Arts.

At the club's May 25 meeting, Jack Groet, Eastman Kodak Co., is scheduled to speak on the three-color process, and other graphic arts developments.

The club's series on fundamentals will be resumed in the fall season with a session on platemaking.

#### Balto, Visits Phila, Plant

The Baltimore Litho Club, 57 strong, went in a special railroad car to Philadelphia, April 20 to visit the plant of Allen, Lane & Scott. They were hosts of the Harris-Seybold Co., which arranged for a special car on the Pennsylvania "Montrealer" which leaves Baltimore at 4:52 p.m.

The group toured the plant where they studied a new Harris 22 x 34" two-color offset press. The plant also has four other offset presses. Ralph Randall, Philadelphia district manager of the Harris-Seybold Co., was host, and several other men from the company were on hand.

The men also had dinner at the Bismarck Hotel.

The return trip was made on a 10:06 train, finishing up the excursion before midnight.

At the club's May 18 meeting, a joint session was planned with the Advertising Production Club and the Art Directors Club. A panel was to consist of Bernie Schram, of the advertising group, Robert Lapham of the art organization, and Frank Stockinger of Stockinger & Langbein Photo Litho Corp., New York. This meeting was to be at the regular meeting place, the Stafford Hotel.

The club is planning its annual crab feast for Saturday, July 18.

#### Chemco in New Boston Quarters

The New England branch of Chemco Photoproducts Company. Inc., recently moved to new quarters at 255-A Huntington Avenue, Boston 15. The new location offers larger, more convenient facilities to serve the platemaking industry in New England, the company said, and platemakers were invited to visit the new quarters. Complete stocks, ranging from engraving and platemaking equipment to film and propietary

chemicals, will be available to the industry, according to Ken McNeil, branch manager.

Chemco's factory and general offices are in Glen Cove, N. Y., and the firm maintains a display and showroom at 235 Fourth Avenue, New York City.

#### Sellars Retires at USE

Frank H. Sellars, Jr., vice president in charge of sales of United States Envelope Company, Spring-

field. Mass., has retired from the active responsibilities of his office, the company announced April 1st. Mr. Sellars, who has been with the company 44 years, is in excellent health and will continue to serve the company in an advisory capacity, the announcement stated.

Albert F. Duval, Jr., who has been serving since April 1952 as assistant to Mr. Sellars, has been promoted to the position of general manager of sales for all products of the com-

#### Add Equipment in New Engl.

Meriden Gravure Co., Meriden, Conn., recently added a Harris 22 x 34" offset press. The same type of press was put in at Courier-Citizen Co., Lowell, Mass.

#### 20 Years Ago in ML

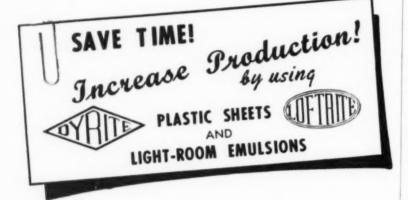
(From our files of 1933)

Probably the lowest economic point touched by the Photo Lithographic Industry was reached in the spring of 1933. Because of a depression, the demand for photo lithography had reached a deplorable level.

In the years 1930-1932, new concerns organized to take advantage of the business anticipated in the light of sales for 1928-1929. Some of these concerns were organized with very little capital, little or no business ability, and with nothing more than a willingness of those organizing the concern to work all hours of the day and night to establish themselves in the industry.

1933

A group of photo-lithographers who were willing to risk their time for the good of the industry, and who realized the advantage of operating under some code of fair practice, gathered in Washington and formed the National Association of Photo-Lithographers. Walter E. Soderstrom is executive secretary.



Leading lithographers throughout the country are establishing new production records by using "Dyrite" and "Loftrite" Vinyl Plastic Sheets and Light-room Emulsions. Consistent, outstanding performance after years of research has made the names "Dyrite" and "Loftrite" a guarantee of the finest in plastics and emulsions. Look over the list. Start saving time and increasing production today!

#### "Dyrite" VINYL PLASTIC SHEETS

Noted for their extreme dimensional stability. Excellent for making blue black prints, and stripping wherever register and color separations are required. Available in six combinations of surfaces and clarity  $8'' \times 10''$  up to  $51\frac{1}{2}'' \times 150''$ . Thickness: .005, .010, .015 and up. CLEAR OPAQUE TRANSLUCENT MATTE MATTE PRESS POLISHED MATTE POLISHED

#### Waterproof Opaque Inks

Superior drawing ink in colors. Recommended for use on all our plastic sheets to produce fine lines and good opacity. Waterproof when dry.

#### "Fostercote" "Scriberite" RED

The best precoated negative engraving surfaces available.

#### **Light-Room Emulsions**

for Color Proving. Watercote" Whirler coated colors produce positive prints on a white opaque sheet of plastic from negatives, registered by surprinting. The cheapest insurance against costly errors.

#### Contact

Three processes for making prints of line and halftone negatives and positives. Prints for hand isolations. Restoring damaged negatives and positives. Yellow, red, blue or black.

#### Blue Line Concentrate

For the finest blue lines. Comes in liquid form. Add water 50/50 to our concentrate. Saves time in mixing powders.

#### "Direco" Film

Contact and projection dark room emulsions on a stable vinyl base.

If you have a particular problem, write our research lab. about it; we will gladly give you our suggestions without obligation.

YELLOW

Write for more information and a FREE CATALOG to Department "M"



Ray Blattenberger Honored

A testimonial dinner in honor of Raymond Blattenberger, the new Public Printer, formerly senior vicepresident of Edward Stern & Co., Philadelphia, was held at the Down Town Club in Philadelphia, April 24. Mr. Blattenberger was presented with a leather bound, hand engrossed testimonial signed by every employee of the company, some 200 of whom attended the dinner. A sterling silver tea and coffee service, the contribution of all the Stern employees, was presented to Mr. and Mrs. Blattenberger by Emil Mueller, on behalf of the staff

Maurice Segal, president of Edward Stern and Company, in paying tribute to the new Public Printer, acknowledged the honor and dignity brought to the Edward Stern Company by Mr. Blattenberger through his many activities in behalf of the printing industry as a whole. "Your new appointment," said Mr. Segal, "the crowning achievement of a life of substantial accomplishment, is well deserved and sheds even greater glory on all of us, your associates, at Edward Stern and Company."

#### Singer Litho-Press Expands

Singer Litho-Press Co., Detroit is changing its name to Singer-Motschall Corp. and has announced extensive plans for expansion. James N. Motschall, for many years with Motschall Co., has just joined the company as an owner, vice-president and general manager. Immediate installation of large press capacity is planned. Complete camera and offset plate making equipment is also being added.

#### Bosqui Ptg. Buys Building

James Kelso, proprietor of the E. L. Bosqui Printing Co., San Francisco's oldest graphic arts firm, has purchased the 29,000 square feet building formerly occupied by Security Lithograph Co.

Actual plans for moving the present plant have not been completely settled, but it is anticipated that the Bosqui firm will be in its new location by next September, according to Mr. Kelso. The company specializes in form work for insurance companies and banks. Complete letterpress and offset facilities are included in the installation, as well as a specialized bindery.

Miller Award Data

Miller Printing Machinery Co., Pittsburgh, has announced new dates in connection with its 1953 Exhibition and Awards for Printers and Lithographers Self Advertising. The new dates were made necessary by the change in the date of the P.I.A. convention, following the decision by the board of directors of Printing Industry of America to hold their 1953 meeting the week of October 5 at the Hotel Shoreham, Washington, rather than the week of November 16 as previously announced. W. T. Clawson, advertising manager of Miller Printing Machinery Co., has announced that closing date for entries in the competition will now be Friday. September 11. Material to be submitted must have been produced between September 19, 1952 and September 11, 1953.

#### Screen Process Assn. To Meet

The Screen Process Printing Association has scheduled its 5th annual convention for November 1-4 at the Hotel Statler, New York. Special clinics are planned on screen making, drying and business administration. Plans for the convention are being developed under the direction of Frank F. Stark, Union Ink Co., Rutherford, N. J., chairman of the convention committee, and Joseph Grossman, Masta Displays, New York, president of the association.

#### Remrand Duplicating Device

Remington Rand Inc., New York, has just put on the market a new photo copying machine, called the Transcopy Duplex, which produces a copy of any original in less than a minute without developing, washing, fixing or drying. It handles originals up to 14½" wide in any length, regardless of type or color. No darkroom is required and the machine offers the advantage of being small, light and compact.

#### Wash. Litho Ink Night

Members of the Washington Litho Club were guests of Capitol Printing Ink Co. at their April 28th meeting, the session including a tour of the ink plant and a buffet dinner. Newly elected members of the Washington Club include the following: Albert Altshuler of Craftsman Press; Charles M. Guthrie and Richard L. Guthrie of Guthrie Lithograph Co.; Wayne Hawkins of Walter Conway & Associates; Clyde Taylor of Columbia Planograph Co.; and William L. Trego of U. S. Coast & Geodetic Survey.

#### Milwaukee Ink Night

Milwaukee Litho Club held its annual ink night on April 28th, with Chas. Sangwin of Sangwin Bros. Ink Co. as the moderator, heading a panel of ink experts.

#### Join Phila, Litho Club

The following have become new members of the Litho Club of Philadelphia: George L. Comins, of Comins Printing Company: Fred Scheel, and Irving W. Lewis, of Zabel Bros. Co.; Francis J. Smith, George R. Hoover, and Charles J. Boyle, of Joseph Hoover & Sons.

#### Salesmen Gets Tips

Tips on how management can help its salesmen sign up, service and satisfy customers were given the Los Angeles Printing Sales Club at a dinner meeting April 2 in Rodger Young Auditorium. Morris Marsh of Jeffries Banknote Co., and Sid Jones of George Rice & Sons, conducted a panel entitled, "How Is Management Failing Its Salesmen?"

#### Lanston Merges With Cuno

Lanston Monotype Machine Co., Philadelphia, has merged with Cuno Engineering Corp. of Meriden, Conn., the new firm to be known as Lanston Industries, Inc. The Cuno firm makes industrial filters, while Lanston has been for years a major supplier of equipment for the graphic arts industries, including type casting machinery, cameras, etc.

## Hurry! Hurry! Hurry!

Got a man in your plant who's always in a hurry? Maybe his state of mind is not entirely bis fault. How's your work flow and production pattern? Smooth?

Modern production schedules

Modern production schedules call for speed, speed, and more speed and Wagner Engineering has a sure cure for lost time and motion—experienced plant planning.

When making a metal decorating installation or modernizing present lines, call on Wagner. Avail yourself of fifty years of experience in the field. Get a steady work flow, eliminate wasted effort, insure profits! Call on Wagner!

The Wagner line includes: ROTARY-AIR OVENS, D. E. F. OVENS, AUTOMATIC STRIPPERS, SPOT COATERS, VARNISHING MACHINES, AUTOMATIC FEEDERS, ROLLER REVOLVING MACHINES, LABORATORY COATERS, SYNCHRONIZING DRIVES, AND OTHER SPECIALIZED EQUIPMENT.

## WAGNER LITHO MACHINERY Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.







### Controls and Instruments at Crown Cork

## By Grank Gregloit

Supervisor, Instrument Departmen Crown Cork & Seal Company Baltimore, Maryland

NE of the most extensive metal lithographing departments is devoted to the printing and processing of one of the smallest everyday items—the commonplace bottle cap. Millions of these crowns are printed in the lithographing building at the Baltimore plant of Crown Cork & Seal Company. This building, recently modernized, now contains 27 continuous lithographing and baking ovens, completely equipped with automatic temperature and combustion safeguard controls.

Offset printing on metal is a demanding operation that requires careful preparation of the press plate, special inks, special metal litho presses, and close regulation of baking temperatures. Stringent requirements of the process of course demand the use of ovens with a zone type of construction. This design assures an effective method for controlling the baking cycle, and also for controlling heat distribution, ventilation, recirculation and recuperative cooling. Each of the ovens has three temperature controlled

zones, with each zone utilizing a Honeywell recording thermometer controller with Throttler pneumatic control. The thermometer controller regulates one or more Honeywell diaphragm valves on gas lines feeding the Maxon Premix Linoflame burners. Natural gas is used for firing all

The first oven zone is employed to bring the incoming work up to heat and to exhaust the volatiles. The bulb of the filled-system thermometer is installed directly in the hot air duct, and the thermometer modulates one diaphragm valve in the main gas line feeding the inspirator type

The second zone is used to maintain the desired temperature relationship to the preceding zone. Again, the same type of thermometer-controller is employed, but the controlled air output is connected to two diaphragm valves, one a booster, on parallel gas lines feeding two burners. The extra, or booster, burner and accompanying Honeywell control valve were installed by Crown engineers after the initial oven in-

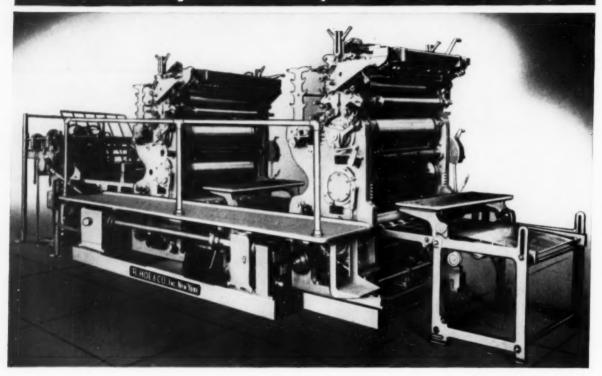
stallation, to bring the load up to heat more quickly and prevent overshoot. Different valve springs are employed in each valve so that the booster valve is open only during a certain period during start-up, while the main control valve operates in the usual manner. Both valves are of the air to open type, with the booster valve having a spring range of 13-11 psi open, and the main control valve with a 13-3 psi operating range.

The third and last heating zone employs a single thermometer controller and valve combination to maintain the temperature in that zone.

The final oven zone does not employ a burner and is used exclusively for recuperative cooling. By means of a fan, heat from the work, as it nears the unload end of the oven, is transferred to the fresh air supply taken into the oven at this point. Some of this return air-fresh air mixture is then moved forward counter flow to conveyor travel, to help heat the third zone.

Each temperature-controlled zone

## You can get greater production ...



with Hoe's new

straight-line-feed

metal decorating press

Hoe Metal Decorating Presses — single or multiunit — are now constructed with a straight-line feed. The automatically fed metal sheet is carried to the impression grippers on a *horizontal plane*, whatever the number of units.

This makes possible higher production speeds, with the utmost precision of registration, and increased ease of operation. In multi-unit presses the platform is on one level, greatly facilitating the operator's work.

An improved press drive makes it possible to install the motor under the press, saving floor space. Magnetic rollers are standard equipment.

Because of its unit construction, additional units can be installed, at any time, with a minimum of part changes.

A wide range of press sizes can be furnished in single or multi-unit presses. Write for detailed information.

R. HOE& CO, INC.

910 East 138th Street • New York 54, N. Y. BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO BIRMINGHAM • PORTLAND, ORE.

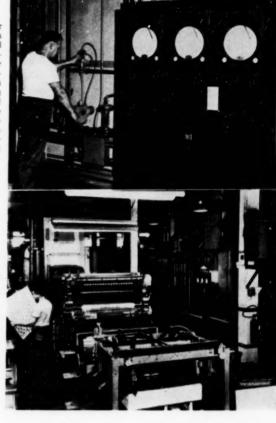
in every oven is equipped with a Protectoglo combustion safeguard system to provide protection against chance flame failure, power failure, or mechanical troubles. Air flow switches are provided for the exhaust and recirculating fans, and a time delay relay insures purging of the oven before the burner can be lighted. Audible and visual signals are also incorporated in the system. Other features of the system include electric ignition, intermittent pilot operation and manual relight of the burners.

The system is electrically interlocked so that a red light, mounted at the front of the oven as well as bells, operate in a certain sequence depending upon each phase of the baking cycle. Both types of signals are employed as an aid to the operators and for simplifying operations.

As a periodic check on the effectiveness of the ovens, thermocouples are used to measure temperatures developed on the surface of a sample work sheet as it is carried through the oven along with a regular production run. This is accomplished by attaching five thermocouples to the surface of the sample sheet and connecting them with long extension wires encased in armored thermometer tubing to a multiple-record strip chart potentiometer. The temperature records inscribed by the instrument primarily reveal: (1) how fast the work is brought to baking temperature: (2) uniformity with which baking temperature is maintained. and (3) cooling speed of the finished

An idea of the smooth performance of the automatic temperature control system on the ovens can be gleaned from examination of actual chart records for three temperature controlled zones in a typical oven. Actually air duct temperatures, where the thermometer bulbs are located, can be held within two degrees of any desired setting.

The initial trial ovens were built and installed by plant engineers. Young Brothers Company, a division of the Foundry Equipment Company, Cleveland. Ohio, supplied and installed the balance of the metal lithographing and baking ovens. The Master control panel for one of the 27 ovens in the Crown Cork & Seal plant. Baltimore. Operator is opening safety shutoff valve and reigniting pilot. Each Honeywell recording thermometer at top of panel controls one zone in the oven. Protectoglo relays mounted beneath thermometers supervise combustion safeguard equipment.



A view of one of Crown's specially-built litho presses used for crowns and seals. Another oven control panel can be seen in right background.

metal lithographing department features mass production printing of quality seals under conditions of great cleanliness, freedom from smoke and haze, and comparatively cool building temperatures.\*\*

### Raders in Europe

Neal Rader, production executive in the metal lithographing plant of the Texas Company, Port Arthur, Texas, and Mrs. Rader, are currently touring Europe. They left from New Orleans early in April aboard a liner bound for Italy. With another couple from Texas they planned to tour Italy by automobile and then proceed to Switzerland, Germany and France. The tour also was to include England, Holland, Belgium, Denmark and Luxenbourg. They expected to be back in Texas by about June 1st.

### Show Containers at Show

Metal containers decorated by lithography seemed to possess plenty of "news" value at the National Packaging Exposition on Chicago's Navy Pier, April 20-23, judging from the crowds which stopped to examine and admire the displays made by various manufacturers. Continental Can Co. and American Can Co. had displays of tin containers of all sizes which showed to advantage the selling power of color applied to cans for all purposes. Considerable attention was given Rheem Mfg. Co.'s "Rheemcote" 55-gallon drums. Worked into the background decorations was the slogan "Sell as you ship."

### Ill. Co. Adding New Line

Illinois Metal Decorators, Inc., Blue Island, Ill. was expecting delivery late last month of a new Hoe 34 x 36" metal decorating press which, with coater and oven, will complete the fifth production line in the large new 1-story plant erected last fall in this south side Chicago suburb. Operation of the new line was scheduled to start in June, William Felber, general manager, stated.

#### Soft Drinks in Cans

The lithographed can, long popular in the beer field, now is invading the soft drink field. The new product is to be offered in the New York market in May by Cantrell & Cochrane Corp., a subsidiary of National Phoenix Industries. The drinks are said to be the first offered in cans that can hold the required carbonation. They will be offered in five flavors, in 6 and 12 ounce cans, to retail at 7 and 10 cents.

The containers were designed by Continental Can Co., and utilize the familiar soda cap. They can be stored easier, cool faster, will reduce breakage, reduce overall weight, and require less handling than bottled drinks because they are disposable. It is said to be the first major change in soft drink packaging in 50 years.

### Inland Steel Merger

Inland Steel Co., Chicago, recently announced that Inland Steel Container Co., a wholly-owned subsidiary corporation since 1939, has become a division of the parent company. The merger was effected for technical reasons, a company official said, and there are no changes contemplated for the container firm's operation or personnel. The new Inland division manufactures steel pails, drums, and containers. Its principal fabricating plants are lo-

cated in Chicago, Jersey City, N. J., and New Orleans, La.

### Phila. Raises Wages

A wage increase of \$1 a week across the board, and a rise of \$2 a week for female employees, effective April 1, and another increase to become effective one year later, were provided in a two year contract just concluded between the Lithographers Group of the Printing Industries of Philadelphia and Local 14, Amalgamated Lithographers of America, CIO.

An immediate increase of \$4 has been granted to all classifications of help except bindery female finishers who are to receive \$2. On April 1, 1954, the lithographers are to receive another boost of \$3 and the female finishers will get \$1.50.

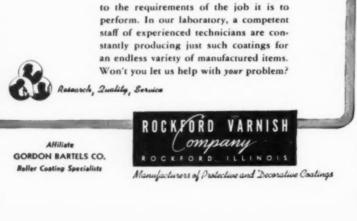
An unusual part of the contract is the fact that it provides for a reopening at the end of six months to permit an upward adjustment in wages based upon a rise in the cost of living, but there will be no downward adjustment if the cost of living should fall.

The six paid holidays which are provided in the contract are "guaranteed" despite the fact that this year and next, two of the designated holidays fall on Saturdays. In 1954, there will be a seventh holiday, Good Friday.

According to John W. Seybold, PIP industrial relations director, who made the announcement of the new contract, the lithographers are also granted 3 weeks vacation this year after 15 years 6' service.

However, the employers have agreed to provide a third week of vacation based on ten years of service for the summer of 1954—for those having ten years of service and in 1955 only eight years of service will be necessary for a similar vacation period.

In Grand Rapids, Mich., a settlement was reached with a somewhat similar wage increase. Other negotiations are going on in Chicago. Boston, Minneapolis-St. Paul, Cincinnati, Milwaukee, Rochester, Cleveland, Kansas City, and Pittsburgh, as well as other cities. Most of these contracts expired in March or April.



For many a product, the shining beauty of

its finish provides the key to outstanding

sales success. And surely the extra quality

built into every truly fine product de-

serves the compliment of an equally fine

finish - one which is especially developed

#### Hold Ink Discussion

"Ink Information for the Pressman" was the April panel discussion topic of the Los Angeles Club of Printing House Craftsmen, the program being conducted by John Faust. On the panel were George Stringer, of Pacific Printing Ink Co., who spoke on letterpress process and glass colors: Doug Patterson, of Sinclair & Valentine, who discussed fastsetting offset inks for average color reproduction; George Zenick, of International Printing Ink Co., on driers and assists: Dave McLeash, of California Ink Co., on color matching in the shop, and Bill Muhs, of General Printing Ink Co., on "Information your ink man needs when matching color copy."

### Reverses Offset Trend

A reversal of the trend of printing work moving from letterpress to off-set was reported last month at the San Francisco Club of Printing House Craftsmen. Paul E. Gallagher, California State Printer, spoke on magnesium printing plates and told how the use of these plates was affecting economies by converting certain offset jobs to letterpress. He reported that in one job \$14,000 in plate costs was saved by using magnesium plates in letterpress production.

### Oregon Co. in New Plant

Paramount Printers and Lithographers, Portland, Oregon, are now operating in a modern concrete building at 2766 Northeast Union. The plant formerly was located at 1401 North East Holman. Ben Reutter is owner of the firm.

### Collier Joins S. F. Firm

James Collier, with the Harris-Seybold Company's San Francisco branch for the past few years and formerly a pressroom executive in Chicago, has joined Culberg & Dorn, San Francisco, as a sales representa-

### Craftsmen Head in Hospital

Cyril Stanley, president of the Los Angeles Club of Printing House Craftsmen and a well-known lithographer, is in St. Joseph Hospital, Burbank, as the result of a heart attack. Fred Lawton, vice president, has taken over direction of the club during "Stan's" absence.

### Offering Estimating Course

Lew Williams, estimator for Stationers Corp., has begun teaching litho and letterpress estimating at the Los Angeles PIA offices, the courses covering all factors of the subject. Practical examples, with problems entailed by special paper. copy preparation, presswork, binding and other phases included, are used in the course.

### Visit Phoenix Club

A delegation from the Santa Monica Bay Club of Printing House Craftsmen attended the 25th anniversary meeting of the Phoenix, Ariz., club in April. The Santa Monica group, a relatively new one, plans to petition for membership in the Pacific Society of Printing House Craftsmen.



"For consistent,
true lighting,
NATIONAL carbons
can't be beat."
Ruby Fleischmann
Frederick W. Schmidt, Inc.

Frederick W. Schmidt, Inc. 228 East 45th Street New York, N. Y.



The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

#### NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation 30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg

#### Schmidt Adds Foil Division

Establishment of a new gravureprinted foil packaging department was announced April 6 by Schmidt Lithograph Co., San Francisco, whose already highly diversified line of products have made it one of the nation's largest lithographing operations

"This action," said president Carl R. Schmidt, "will let us render new service to many of our old customers, who are high volume users of beer labels, candy wrappers and other foil packaging materials. To accomplish this, we have set up a completely new foil department, the Schmidt-Lustour Packaging Division."

Announcement of the new division followed the reaching of agreements by Schmidt with Lustour Corporation, St. Louis, Mo., major manufacturers of rotogravure foil labels.

Sales for the new division will be directed, Mr. Schmidt said, by the same men who previously have been representing Lustour on the West Coast. They are R. E. Burkett, Sr., and his son, R. E. Burkett, Jr. Both have had long experience in the label business and most recently have operated their own firm in Los Angeles, the Burkett Sales Company. Under the new arrangement the Burketts will handle foil packaging sales through all of Schmidt's western branch offices.

### Fotosetter in Portland

The first Intertype Fotosetter machine north of San Franciso and east of Minneapolis is now in operation at the plant of Updike & Johnson, trade compositors, Portland, Oregon. The current issue of *Tim-Press*, Timber Structures magazine, was the first publication in the Northwest to be set on the new machine.

Installation of the Fotosetter necessitated the addition of 50% more space to the working area of the plant and occasioned the general re-arrangement of the entire shop. Major additions were a dark room and a dust-proof, automatically-ventilated room in which to house the machine.

### Produces Wine Labels

A series of Roma fruit wine labels is being produced by Lehmann Printing & Lithographing Co., San Francisco, which recently completed 50 years in the West, Adolph Lehmann. company president, reports that the labels are in various designs for various kinds of Roma wines. Basic design is a deep maroon background with the name "Roma" in reverse in classical style lettering. Fruits in full color are the central illustration. The company also enclosed a folder featuring gold lithography with a black overprint "50th Anniversary." The company, founded in 1901, now occupies a plant which provides 100,00 square feet of space.

### Crocker Obtains Capital

H. S. Crocker Co., San Francisco lithographing concern, in April placed privately \$1,000,000 of its 4½ per cent notes, due in 12 years. They were placed through Lehman Brothers and Stern, Frank, Meyer & Fox.



### NO SPECIAL EQUIPMENT OR EXTRA HELP REQUIRED!

COLIGHT'S simplicity, speed, and ease of operation will amaze you. . . . Completely self-contained. No are lamps or other equipment needed. No special wiring or plumbing. . . . Anyone in your shop can operate successfully with only few minutes instruction. . . . Every shop using small offset presses (including 17 x 22) will find that COLIGHT saves plate-making delays, and speeds up shop production.

WRITE FOR LITERATURE-PRICES

make finest quality plates in minutes—
line or halftone. Special directional glass
with fluorescent lights prevents undercutting. . . COLIGHT pays for itself
in surprisingly short time, and quickly
becomes a real profit-maker. . . Investigate COLIGHT today. . The nearest
dealer will gladly arrange to give you a
practical demonstration on request.

complete and self-contained, and now

makes it possible for YOU to realize the

tremendous advantages of presensitized

plates!... With the COLIGHT, you can

COLIGHTS are sold by Davidson Sales and Service Agencies, Special Products Div. of Harris-Seybold Co., and leading equipment dealers in principal cities of U. S. IN CANADA: Manton Bros., Ltd., Toronto and Winnepeg, and Harris-Seybold (Canada) Ltd., Vancouver, Toronto, and Mantreal.

### COLWELL LITHO PRODUCTS, INC.



616 Fifth Avenue South MINNEAPOLIS 15, MINN.

### Form Web Firm in Calif.

Rotary Offset Printers opened for business this spring at 700 East South St., Anaheim, Calif. The company has erected a new building containing 5000 square feet of space. Principal piece of equipment is an ATF-Webendorfer multi-color web offset press. Cutting, folding and binding equipment is included. Long run advertising and publication work will be done. Principals are Carl M. Bixby, owner of Compton Printers, and Evert S. Peterson, formerly with McClatchy Publications.

### N. W. Conference May 16-17

The Northwest Regional Conference of the Printing Industries Association was to be held in Portland, Oregon, May 16 and 17, with Oregon Printing Industry, Inc., serving as host for the occasion. Present for the meeting was to be Jack Wolff, PIA president, and Edmund Flynn, secretary of the Union Employers Section, PIA.

### L.A. Costs Advance

Cost of operating an offset printing plant in the Los Angeles area advanced in two-thirds of the nine principal phases of production in the last three months of 1952, according to a cost survey just released by the PIA.

Negative preparation, camera, photo-composing, vacuum frame and use of two of the four standard types of press, cost more than the average of the preceding 18 months of operation, the survey showed. Only on the Multilith, the 17x22 one-color and the 22x34 one-color presses were costs per hour down.

Following are the hourly costs for the last quarter of 1952, followed by the 12-month costs in parentheses, for the offset operations:

Negative preparation, \$10.31 (\$9.59); camera, \$11.02 (\$10.65); photo-composing, \$14.25 (\$13.00); vacuum frame, \$9.65 (\$9.56); 10x15 Multilith, \$6.09 (\$6.59); 14x20 one-color, \$8.16 (\$9.04); 17x22 one-color, \$10.28 (\$10.20); 22x29 one-color, \$12.12 (\$11.63); 22x34 one-color, \$16.25 (\$16.37).

In letterpress operations, costs rose

in seven phases, and declined in five.

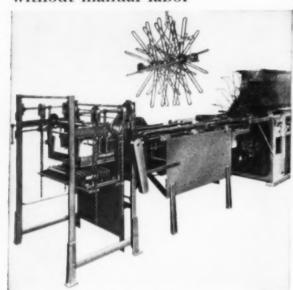
Hand composition, \$8.50 (\$8.41); linotype, \$8.67 (\$8.53); handfed platen, \$5.57 (\$5.60); automatic platen, \$6.36 (\$6.38); Miehle vertical, \$6.28 (\$6.08); automatic cylinders to \$17^1\(\frac{1}{2}x\)22^1\(\frac{1}{2}\), \$8.23 (\$8.18); Miehle horizontal, \$8.72 (\$9.03); automatic cylinders to \$22x28, \$8.32 (\$8.98); automatic cylinders to \$25x37, \$10.36 (\$10.68); automatic cylinders to \$38x52^1\(\frac{1}{2}\), \$20.47 (\$21.53); handfed cylinders to

28x40½, \$12.27 (\$12.03); handfed cylinders to 31x45½, \$17.26 (\$17.17).

All-inclusive hour cost is the total of all costs including labor, depreciation, rent, utilities, administrative and selling expenses, insurance, taxes, operating supplies, repairs and maintenance, and spoilage with the correct proportion of each cost factor charged to each type of machine or operation. It does not include profit, markup on buyouts or interest on investment.



Removes and stacks lithographed metal sheets from the drying oven without manual labor



The Dexter Oven End Stripper and Pile Delivery

The Dexter Oven End Stripper automatically removes lithographed or coated ferrous sheets from the wickets at the discharge end of the drying oven, without manual labor and with a minimum of supervision.

The device handles sheets from 22 to 31 gauge and in sizes depending on the design of your oven wickets, at speeds of up to 100 sheets per minute.

Sheets are delivered from the oven face down. If face up position is desired, sheets are inverted by a turnover reel from which they pass to the pile delivery.

To permit quick change from face up to face down delivery or vice versa, an electric hoist is provided to raise the reel out of the travel line.

Should a jam-up occur in transferring sheets from the oven wickets to the rolls or from the turnover wicket to the belts, a feather switch operates to stop the line.

The pile delivery used in connection with turnover device can accommodate up to 100 sheets per minute, to pace the oven stripper, and has an elevator capacity of 6,000 lbs.

Dexter Folder Company General Sales Offices 330 West 42nd Street, New York 36, N. Y.

Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis Agents in principal foreign countries



**BEST** . . . because it is especially formulated for the 2nd. and succeeding units on 2 and 4 color presses to sharpen images and "snap-up" color impressions. Also suitable for use on single color presses.

BEST.... because it is guaranteed not to contain any chromic acid or bichromates in any form. May be used without fear of bleeding on chrome-yellow mixtures where ordinary solutions cause much trouble.

**BEST**.... because it is absolutely pure. Contains no salts to cause corrosion of plates or pick-up rolls. Reduces possibilities of "scumming" and walking off of images.

BEST.... because it is so economical! Just add approximately 1/2-ounce of Hanco Litho Fountain Etch to each gallon of your regular working fountain solution. And you'll be amazed at the remarkable results it gives!

TRY IT FREE! See for yourself what remarkable results it gives. Send the coupon TODAY . . . no obligation.

### FREE TRIAL COUPON

A. E. HANDSCHY COMPANY,

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We want to see for ourselves the remarkable results you claim for Hanco Litho Fountain Etch. Send the generous Free Trial offer, without obligation to us.

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### Portfolio Shows Coated Stocks

The Mead Sales Co. has just issued a portfolio presenting the complete range of Mead coated papers—demonstrating in full color the printing characteristics of each grade. Included are Black & White Enamel. Dilcol Translucent, Old Ivory Enamel, Printflex Enamel, Printflex Offset Enamel, Richfold Enamel, Richgloss Offset Enamel, Process Plate and Escanaba Enamel.

Examples are printed both by letterpress and offset lithography.

A copy can be had by a request (on business letterhead) to The Mead Sales Company, Advertising Department, Ledger Building, Philadelphia 6, Pa.

### To Show New Equipment

The Graphic Supply Co., 22 Bond Street, New York, has announced that the first showing of their Grafeo platemaking equipment will be held at the Hotel New Yorker, New York City, May 12 and 13. People in the graphic arts were invited to attend.

### **Booklet on Calculating Estimates**

Use of the Printing Calculator for establishing selling prices and figuring job estimates for printers and publishers is the subject of a new four page booklet released by Remington Rand Inc. The folder explains how to compute costs and selling price for job estimates, with a printed tape for proof of accuracy of every computation. The tape affords a permanent record for future

reference, since every transaction is listed on it.

The booklet, #C374, is available from Remington Rand Inc. 315 Fourth Avenue New York 10.

### New Platemaking Unit

A. B. Dick Co., Chicago, manufacturers of duplicating products, last month announced a new photo-offset plate exposure unit.

The company, at 5700 W. Touhy Ave., Chicago, offers descriptive literature.

### Bulletin on Gum Arabic

A technical service bulletin (No. G-101) on gum arabic has been published by Morningstar, Nicol. Inc., 630 West 51st St., New York 19, N. Y. The two color, 4 page bulletin is designed to provide the old as well as new users of gum arabic with general information on the origin, physical, chemical properties, and mesh specifications of this natural gum. New information, never before available, is contained in the profusely illustrated literature, according to the manufacturer.

### New Vacuum Frame

Jos. Gelb Company, 356
West 40th St., New York
18, N. Y., has announced
a new electronic controlled
"One Handle Operation
Vacuum Frame." When the
cover glass is locked, the
vacuum goes on. Unlock,
and it's released. Automatic
vacuum pressure for
glass 5", film 25"; tankless
automatic motor cut off;
new uniform mechanical
spring back construction,
are features.

These features are claimed to permit rapid operation of the vacuum frame by merely locking and unlocking of the cover glass. Vacuum in 5 seconds—and instant valuum release. Constant



vacuum pressure at every exposure. Pump operates for only 5 seconds for complete exposure. Saving of time and electric current. Complete information is available.

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EFFICIENT—speeds up production, gives better lithography ECONOMICAL—saves time and labor

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### **New Kodak Duplicator**

A new office machine for the rapid production of multiple copies of 8½ x 11" papers, has just been announced by the Eastman Kodak Company. This unit, known as the Verifax Printer, is said to be a unique invention, in that three or even more copies, costing less than 5 cents apiece, can be made from a single matrix sheet. These copies are same-size, black-on-white duplicates of the original material and are ready for use immediately.

With the new printer, one photoexact copy can be obtained in about 50 seconds, and three copies in 60 seconds. Copies are long-lasting, have good legibility, and can be referred to, written on, mailed, or filed as desired.

Copies can be produced in any office under ordinary illumination. The only service connection is a 110V outlet. Copies can be made from practically any typed, written, drawn, or printed original through the  $8\frac{1}{2}$  x 11 inch size, including books and magazines and other pages printed on both sides.

More than a hundred pilot models have been watched by office supervisors and methods men during this trial period. The supply of Verifax Printers will be limited at the outset, Kodak announced. As production increases during the forthcoming months, the company expects to be able to meet demand.

The Verifax Printer utilizes the familiar "reflex printing" method. The sensitized matrix is first placed on top of the lamp bank built into the top of the printer. The letter or document to be copied rests face down, on top of the matrix. Exposure is controlled by an electric timer built into the unit.

After exposure, the matrix is slipped into an activator solution in the bottom of the unit. This simple single-solution is easily mixed and in general office operations, lasts a week. The matrix paper is left in the activator for twenty seconds. As the matrix is withdrawn, it is pulled under a roller in contact with a sheet of Verifax Print Paper. This paper is not

sensitized. After the two sheets are withdrawn from the printer, they are stripped apart, and a copy of the original document is ready to use.

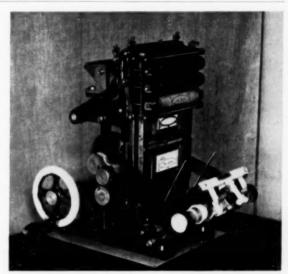
Extra copies of the document may be made as rapidly as contact with another sheet of Verifax Print Paper. Copies from the matrix can often be made on regular paper or blank office forms instead of Verifax Print Paper. A number of commercial office papers have been tested in this connection and found quite satisfactory.

### Show Letterpress-Offset Press

The Chalmers letter press-offset press (ex perimental model (right) developed by a Scottish inventor. now being shown in the U.S. The press. which was patented some years ago in Scotland, uses the offset principle, combined with a platen action. Letterpress type or printing plates are locked in the up per form. A rubber blanket roller, or cyl-inder passes over this inked letterpress form, and takes the impres sion. The image then

is carried by this rubber cylinder to the lower section. This lower section is a rubber or composition pad to which the ink image is transferred. The paper, or other material on which the printing is being done is pressed against this pad with the platen action to produce the final print. The press was designed for relatively low-cost printing requiring only a small amount

The advantages claimed for the press are



that it can print on almost any flat surface, including the printing of halftones on cloth, canvas, wood, and even sandpaper; it can transfer the image from type or plates; and there is virtually no wear on the type or plates. The inventor is a printer, John Chalmers of Edinburgh, Information is available from Ronald Sinclair, 220 East 73 St., New York 21, or from A. G. Frenel, Usona Trading Co., Inc., 130 W. 42 St., New York 36, N. Y.

#### New Roto Sheeter

American Type Founders, Inc., has announced a new ATF-Klingrose Hi-Speed rotary sheeter and "stream" delivery, plus a rewind roll station, for continuous press operation, and the end delivery of either cut sheets or rewound rolls.

Entirely new in design and operation, the ATF-Klingrose Hi-Speed rotary sheeter and "stream" deliv-

and "stream" delivery provides for highly efficient and economical rotagravure press operation, the company says.

Among the features of the new sheeter are:

1) Sheeting speeds up to 15,000 and better, accurately cut squared sheets per hour; 2) Continuous press operation with no stopping to unload the jogged pile delivery; 3) Completely safe operation with no delivery

chains and no grippers: 4) Cut sheets can be removed for inspection at all sheeting speeds; 5) Simple to operate and adjust-6) No gears to change for different cut offlengths; 7) Long life anti-friction bearings throughout; 8) No extras of any kind to buy; 9) Guaranteed performance prior to shipment. Information is available from ATF, 200 Elmore Ave., Elizabeth 13, N. J.

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### Original & Improved FEATURES

- \* Recirculating pump equalizes sink water temperature by forced flow of water around and under developing trays.
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#1	***********	3	Trays	 20	×	24	Film	Size	 321/2		×	74
#2		3	Trays	 26	×	30	Film	Size	 39		×	93
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#### New Movie on Fotosetter

Intertype Corporation's new motion picture. "A New Era in Printing." which was given its premier showing at the American Newspaper Publishers Assn. Conference at the Waldorf-Astoria. New York, April 21, presents the Fotosetter photographic line composing machine. The film which runs 35 minutes, is in color and the commentary is in clear. plain language. The picture begins with an explanation of the growth of the various branches of the graphic arts. It shows that offset printing in the last quarter of a century has far outstripped other processes in percentage of growth.

The picture shows just how the Fotosetter machine sets type on film and how it handles various sizes of type, insertion of pi characters, etc., and how it is adaptable to existing composing room operating and servicing personnel.

The picture also shows how the product of the machine is used in various sections of the graphic arts, which include not only lithography, but gravure and letterpress as well. The film demonstrates the steps that are saved by this new method, such as reproduction proving, storage of heavy metal, breaking up of forms, retouching of type proof enlargements and many other operations.

The film shows the quality of Fotosetter composition through the use of enlargements which compare Fotosetter composition with that of conventional reproduction proofs. Many examples of printed pieces using type set on the Fotosetter, and photographs of Fotosetter installations throughout the U.S. are also shown.

The film is being booked through local Intertype offices. Information is available from Intertype Corp., Brooklyn, N. Y.

### New "Quillscript" Type

ATF has announced a new "penflavored" type, called Quillscript. It is described as "pleasingly legible . . . possesses real individuality of character but is styled to work well with traditional type faces, such as Garamond, Century, Caslon, Cloister, Lydian and other sans serifs." Quillscript was designed with a view to an easy flow of word structure and for use in all-cap lines. About a dozen alternate characters are available to make the face particularly facile.

Quillscript is offered in a complete range of sizes from 14 pt. to 48 pt., including 14 pt., 18 pt., 24 pt., 30 pt., 36 pt. and 48 pt.

Specimen sheets may be obtained from Frank Gerhart, advertising and sales promotion manager, American Type Founders, Inc., 200 Elmora Avenue, Elizabeth B, N. J.

### Will Make Small Letterpresses

Miehle Printing Press & Mfg. Co., Chicago, has announced that it will soon resume manufacture of the No. 29 (22 x 28") letterpress, which was halted a year and a half ago due to material shortages. Production is expected to get under way again by the end of 1953, the announcement states.

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### **H&H DRYSPRAY**

### \*OFFSETTING, STICKING & SMUDGING

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 Locking of Cover Glass Automatically Activates Vacuum. Unlocking Cover Glass Releases Vacuum.



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Simple . . . speedy . . . easy operation. That's what the Gelb One Hand VF Control means to you. The one-hand, one-motion lever action automatically locks cover glass, activates vacuum pump. Unlocking cover glass stops pump and instantaneously releases vacuum. No delay . . . no switches.

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- Electronic VF incorporating automatic motor cut-off...constant vacuum pressure at every exposure...pump operates only 5 seconds for complete exposure. Saving of man hours, electric current and pump. (Standard equipment in GCN 1-5-GCP, optional in other types).
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- New Uniform Mechanical Spring-Back.
- Vacuum in 5 seconds— instantly released.

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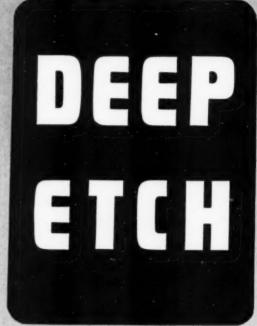
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### Device Aids Press Control

Fernrae Products Co., P. O. Box 6972. Chicago, has announced a new development for all printing, offset presses and folding machines, to keep thin paper from buckling and heavy stock from bouncing when it meets the guides. Being sold under the trade name "Flipper," these attachments are claimed also to help control register and prevent paper spoilage by accurate alignment and control of the paper stock. They were invented by a printer as a practical solution for eliminating inadequate "home made" improvisions such as Scotch tape, kraft paper, wire, string, etc. They are made of blued spring steel. and can be cut to fit any size press or folding machine.

### **Brochure Describes Drop-Outs**

Kemart Corp., has just issued a brochure in black and white and full color demonstrating the Kemart highlight drop-out method of making printing plates. The process, which starts at the drawing board, automatically drops out highlights in the reproduction work, and is suitable for either letterpress or offset. The company has offices at 334 Kearny St., San Francisco 8, and 52 Vanderbilt Ave., New York 17.



### New Gilbert Sample Book

The complete Gilbert 25% cotton fibre paper line has been combined into one sample book (above). This includes the wide range of weights, finishes, and colors of Gilbert Pond, onion-skin, safety paper, ledger, manuscript cover, and index bristol.

The cover of the sample book has been produced in five colors and is acetate laminated with a plastic binding. The divider sheets for each item give complete information and suggested uses for each type of paper. Copies of this new sample book may be obtained from local Gilbert paper merchants.

### Lanston School Re-opens

On April 6 the Lanston Monotype Machine Co. reopened its expanded and completely reequipped school in the company's head office at 24th Street at Locust. Philadelphia.

Founded over 40 years ago, to serve the graphic arts industry by providing trained personnel, the school has been expanded to accommodate and teach a greatly increased student body. The school offers free courses in the operation of the Keyboard, the Combination Keyboard and Caster, Type and Rule Caster, Composition Caster, Monotype-Thompson Type Caster, Material Making Machine, Giant Caster, and the newly developed Monophoto Composing Machine, when it is available.

A course in elementary hand composition for non-printers is included, as well as basic instruction in the fundamentals of Monotype machine operation.

There are no tuition or textbook charges.

### "Oh . . . It's Wonderful"

wrote Parker D. Childs of Northern Printery, Cloquet, Minn., on March 25th . . . about their new BAUMFOLDER.

Daily we get long letters from our Users...in great detail... of the terrific Velvet Profits, owing to the several-operations-in-one of their Many-Purpose, Many-Profit ... BAUMFOLDERS... but the "three little words" of Mr. Childs sums it up.

Since V-E Day . . . OVER 8500 Bookbinders . . . Printers, etc., have given additional life-blood (ADDITIONAL NET PROFIT) to their business, by adding one or more of these Modern "Gold-Mines". And . . this UNPRECEDENTED VOLUME has enabled us to build and sell most efficiently — and economically — so that we have been

able to hold the line against INCREAS-ING OUR prices (as other printing machinery and most everything else has been inflated).

We beg you — to NEVER BUY any second-hand BAUMFOLDER without first wiring us (collect) giving serial number (for its age), etc., because, all too often, 20 and 30-year-old, obsolete models are being panned off as . . . "Modern" BAUMFOLDERS.

If 8500 firms since V-E Day couldn't get along without this (Oh . . . It's Wonderful) "Gold-Mine" of maximum net profit, won't you look into it . . . NOW? Thanks a million!

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### "The Science of Color"

"The Science of Color," by the Committee on Colorimetry of the Optical Society of America, 1932-1952, Published by Thomas Y. Crowell Company, 432 Fourth Avenue, New York 16, New York, 1953. 384 pages; 25 full-color plates, 102 graphs and diagrams, \$7.00.

### Reviewed by Herbert P. Paschel **Book Review Editor**

We subscribe to the trend toward specialization in many ways in our personal and business lives. When ill. we go to a physician or surgeon who specializes in our particular ailment. For counsel in business or industrial matters, we likewise seek out individuals who have concentrated their knowledge and experience on our specific problem. It follows then, that if we desire an understanding of color we should approach the recognized and outstanding specialists in the field. Although considered a relatively simple subject, color has many aspects which embrace the sciences of physics, chemistry, biology, physiology and psychology.

The serious student of color is fortunate that this complex subject has been treated in its separate categories, and then presented as a composite whole, in one volume. "The Science of Color" is a joint effort by 23 authorities under the sponsorship of the Committee on Colorimetry of the Optical Society of America. It is a definitive and up-to-the-minute work which has been in preparation for almost 20 years.

The list of contributing authors will provide some indication of the authority and detail with which the subject has been covered:

L. A. Jones, R. M. Evans, E. M. Lowry, D. L. MacAdam and S. M. Newhall of the Eastman Kodak Com-

E. C. Crittenden, K. S. Gibson and D. B. Judd of the U. S. Bureau of Standards

Blanch R. Bellamy, Munsell Color Company: Dorothy Nickerson, U. S. Department of Agriculture: Louise L. Sloan, Johns Hopkins University.

C. Z. Draves, General Dyestuffs Corp.; F. W. Lobe and J. W. Forrest of Bausch & Lomb Optical Company: I. H. Godlove, General Aniline &

Film Corp.; M. Luckiesh, General Electric Co.; M. R. Paul, Eagle-Picher Co.; Brian O'Brien, University of Rochester; A. C. Hardy, Massachusetts Institute of Technology; E. O. Adams, Cleveland; C. E. Foss, Princeton, New Jersey; Charles Bittinger, Washington, D. C. and H. P. Gage, Corning, N. Y.

The physical, psychological and physiological aspects of color: the methods for making color determinations; the instruments and standards employed, all are thoroughly detailed within the nine chapters. The text is profusely clarified by means of 25

full-color illustrations and 102 line diagrams. Numerous charts, 40 tables of numerical data, a 617 item bibliography, and a 22 page glossary further enhance the book and make it a detailed source for further investigation of the subject.

Regardless of the interest in, or the daily use of color, this book will provide the reader with a fuller understanding of the subject, will do much to clear up the confusion and controversy that presently exists because of conflicting terms and distinctions for related ideas in the various sciences concerned.

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S&S Du-Fa also features an adjustable bed for specialty printing on metal, plastic, glass, wood!

Easy to operate, with centralized controls, the S&S Du-Fa feeds from either side, is fast, economical for short runs. Features a special inking roller wash-up system - on press - cuts time between runs.

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460 BROOME ST., NEW YORK, N. Y.

### Fotosetters Now in Quantity Production

H ARRY G. WILLNUS, president of Intertype Corp., Brooklyn, announced last month that this company has now completed tooling up for quantity production of Fotosetters, the machines that compose type directly on film for all commercial printing purposes.

Fotosetter composition has been used chiefly in lithographic printing until recently, when its use expanded into the gravure printing field. Expected new developments in platemaking processes will undoubtedly make photographic composition available for profitable use in the newspaper printing field, the company said.

In order to meet the growing demand for information on photographic composition, Intertype introduced last month, a 35-minute color film with sound showing how the Fotosetter works and its applications.

The Fotosetter machine received its first full dress field test in 1946 in the Government Printing Office, the company recalled last month. Ten months of job testing under actual shop conditions followed before a report was made to members of the printing trade.

After this successful field test, Intertype continued to work on improving the Fotosetter to meet all the requirements of the commercial printing trade. Up to that time, Intertype had invested several million dollars of its own money, and 16 years of research engineering, in developing a practical photographic line composing machine.

Two years later, the first Fotosetter was installed in a Rochester, N.Y. lithographic plant, where it has been in operation ever since. This was the first photographic line composing machine ever installed for commercial use

Then came the first hard bound book composed photographically. It was *Typography And Design*, published in 1951 by the Government Printing Office. The filmed type was set on a Fotosetter. By this time Fotosetter composition in commercial printing was being used for such jobs as; publications, advertisements, forms, reports, catalogs, labels, presentations, mailing pieces, motion picture and television titles, engraved invitations, stationery, insurance policies, and more recently, magazines and books.

Filmed type for the first commercial book composed photographically was also set on a Fotosetter. The book entitled, "Handbook of Basic Microtechnique" was published in 1952-by the Blakiston Co. The filmed type was set by Typographic Service Inc. in Philadelphia.

Now, there are over 50 Fotosetters in the commercial field, with more on order.

Thus, with the rise of photo composing to commercial usefulness, as indicated by these events and the multiple installations of Fotosetters



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Sales offices and complete stocks in: San Francisco, Los Angeles, Seattle, Portland, Salt Lake City, Honolulu.

The California Ink Company, Inc.





in several printing plants, a new era in printing has opened, according to the Intertype Corp. This new era actually began dawning over 50 years ago, when creative printers in many countries were already experimenting in photographic composition.

In 1894, Eugene Porzolt of Budapest, Hungary designed the earliest known machine capable of exposing metal type on sensitized plate or film. His machine was also the first single alphabet machine using characterbearing keybars. The keybars were carried in an upright stationary drum and controlled by a keyboard selector.

Four years later, in 1898, William Friese-Greene in England, designed the first multiple-letter bar machine. Here, the keyboard selector released letter bars that fell by gravity into composed lines. Each line showed through a slot where it could be read and illuminated for photography. And in 1899, the first machine to photograph characters by light was invented in this country by Richards in Baltimore, Maryland.

The experimental trend in photocomposing continued through the new century and in 1929 turned into another direction. Two Englishmen, J. R. C. August and Edgar Hunter, proposed a single alphabet machine of the film band type. Their machine, developed to a high degree of mechanical detail, operated in response to a perforated tape prepared on a special typewriter. But the trend turned again to the development of a photo composing machine around the familiar principles of existing composing machines.

From 1929 to 1936, at least six different photographic composing machines were patented. Intertype Corporation, in the meanwhile, had started their own research engineering project.

In 1936, Neal Dow Becker, then president of Intertype and now chairman, came upon a revolutionary design in a photographic character-bearing matrix. He recognized it immediately as an all-important principle that had eluded others.

The new matrix was turned over to Intertype engineers for further development. Intertype engineers labored on it for almost a decade before it was finally refined to its present form. The radically designed matrix was patented as the Fotomat, and used in the Fotosetter.

Intertype designed the new machine around familiar operating and engineering principles. Today the machine operates on the familiar principle of the circulating matrix. and resembles the slug casting ma-

A feature of the Fotosetter, which the company says has helped considerably in making it a commercially practical machine, is its correction and make-up procedure. Corrections cost no more than those made by conventional methods. A precision punch knocks out a line and prepares another for insertion.



### for the "ULTIMATE" in Process Lithography OFFSET INKS BY HELLM Duzzling brilliance Hellmuth "TRI-DIMENSIONAL" Inks bring a new peak-of to full-color offset reproduction. The more transparent film produces a lustrous finite at the same time preventing many common trapping traveles. When ut requiring any special handling, these new lake will add richness and almost stateoscapic molism to your color process lobs. Definition of detail Depth of color CHARLES HELLMUTH PRINTING INK CORPORATION



THE STANDARD OF COMPARISON.

SINCE THIS SUPERIOR ZINC LITHO PLATE WAS INTRO-DUCED IN 1949 ITS FINISH AND QUALITY HAS BEEN THE GOAL OF ATTAIN-MENT OF OTHERS.

THERE IS BUT ONE

ZINOLITH

SPECIFY BY NAME

MATTHIESSEN & HEGELER ZINC COMPANY La Salle, III. New York, N. Y.

\*Registered Trade Mark

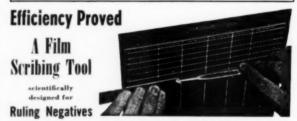
### You need the best!

The best plates produce the best printing. Expert offset plate graining saves you money in the long run by permitting quality work and smooth press performance. The skill and experience of ALJEN SERVICE assures the best. Careful and competent handling of your plate problems. Zinc or aluminum plates, any size.

### ALJEN ASSOCIATES

1215 Primrose Street

Cincinnati 23, Ohio



Litho Ruled Forms - QUICKER - EASIER - BETTER

- \* Pefect uniformity of rules—no film spoilage.

  \* 6 cutting heads in set: 4 for single rules from hairline to
  1-point rules: 2 cutting heads for double rules.

  A postcard will bring descriptive literature





### New Lamp by nuArc

A new portable and inexpensive arc lamp has recently been announced by nuArc Co., Inc., 824 S. Western Ave., Chicago 12. This new lamp, known as the N-20, was especially designed for pre-sensitized plates up to 17 x 22" in size, as well as for photographic silk screen stencils.

The N-20 operates on 115 volts and can be connected to any 115 volt outlet. It draws 8 amps, from the line. At a distance of 18 inches it produces 2300 foot candles of light which will expose pre-sensitized plates in two minutes or less.

Full information can be obtained from the company.

### To Build Small Web Press

John Webendorfer of Saugatuck, Connecticut, announced last month that he is offering a small web tabloid newspaper press. The press is designed to fill the gap between the sheet-fed press and the larger web presses, he said. This offset press will lithograph both sides of the web and re-wind in rolls. It is said to make it possible to print a newspaper, tabloid size, in four-page sections. In conjunction with this web press, a collating machine will take the lithographed rolls and collate four, eight, 12 and 16 pages, registering the product, and making a fold to complete a newspaper supplement, according to Mr. Webendorfer.

The press will be built to run at a speed of 10,000 cylinder revolutions per hour.

This company is not connected with the ATF-Webendorfer Division in Mt. Vernon, New York.

### New Presensitized Plate

Remington Rand has entered the pre-sensitized offset plate field with the announcement of its new pre-sensitized Photospeed Plastiplate, that is said to require only one step after exposure to make the offset plate ready for the press.

The new pre-sensitized Plastiplate comes ready for exposure. After exposure, the plate is wiped with a piece of cotton soaked in the desensitizing solution, and is ready immediately for the offset press. Corrections can be made on the plate. After the plate is dry, extra information can be typed or written right on it with a ballpoint pen.

Remington Rand Inc., 315 Fourth

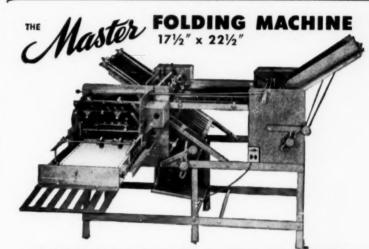
Avenue, New York 10, New York, offers a descriptive booklet #DS108 "Now . . . Dependable Speed in Offset Plate Preparation" which describes the new plate in detail.

#### Distributes Filters

Burke & James, Inc., 321 S. Wabash Ave., Chicago, has been named distributor for the Enteco line of filters and accessories. A descriptive booklet is available.

### Vandercook Opens L. A. Branch

A new western office was opened recently by Vandercook & Sons, Inc. at 3156 Wilshire Boulevard, Los Angeles, Burton E. Lindberg is in charge.



### **AUTOMATIC FRICTION FEED MACHINE**

For the printer who wants an inexpensive all-purpose folding machine, to handle various types of jobs, on short as well as long runs, the Master Automatic Friction Feed type is ideally adapted. It is quick and simple to set up, easy and convenient to operate, unusually versatile and dependable. While the action is automatic after the machine is loaded, the operator has complete control of sheets at all times.

Handy control lever on operator's side provides wide variation of speed while machine is running. By means of the simple non-skip clutch, an exclusive Master feature, the machine can be started or stopped at any stage of operation. The friction feed is so designed that the machine, if later desired, can be converted to air feed for considerably less than the cost of a complete new air feed folder.

### AUTOMATIC CONTINUOUS AIR FEED TYPE With Overhead Table For Easy Loading

The Master Air Feed Type Folding Machine, especially adaptable for long continuous runs, is a marvel of speedy, dependable and economical operation. Ingenious finger tip controls in easy reach permit an infinite range of speed, from high to low, without stopping the machine

... feeder speeds may be controlled independently of folder speeds . . . easy change-over from parallel to right angle folding.

Both the Master Air Feed and Friction type machines are noted for compact design and attractive appearance.

Write for name of your Nearest Authorized Distributor.





### First Choice Again!

Falpaco Coated Blanks were once again the first choice of Edwards & Deutsch Lithographing Company of Chicago when they wanted the very best Coated Blanks to print this attractive 10 color car card for National Biscuit Company.

Realizing that perfect plates, top-notch artwork and masterful lithography alone cannot assure the finest reproduction and maximum appetizing appeal, they achieved final perfection by specifying 4 ply Falpaco, special coated one side for offset.

See your paper merchant for samples and prices
Distributed by Authorized Paper Merchants from Coast to Coast

### FALULAH



PAPER COMPANY

New York Office-500 Fifth Ave., N.Y. 36 . Mills: Fitchburg, Mass.



This 22" x 21" end car card courtesy of National Biscuit Company



The R & B
EXTENSION DELIVERIES
for MIEHLE, BABCOCK, PREMIER and other presses

### **AUTOMATIC PAPER LIFTS**

Special purpose equipment for the Graphic Arts Industry

CONSULT US ON YOUR PARTICULAR PROBLEM

THE RATHBUN & BIRD COMPANY, INC.

DESIGNATES AND MANUFACTURERS - FOUNDED 1898

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Users of International Screens find them of a quality and precision sharpness comparable to the finest screens ever produced. They find in them a greater durability and higher resistance to scratching. Yet the same expenditure required for only a few screens of other types has permitted the purchase and use of International Screens which will meet the full range of a plant's requirements.

4 new folder describes these screens in complete detail, lists prices, and includes information on our five day trial offer. Write for it today.



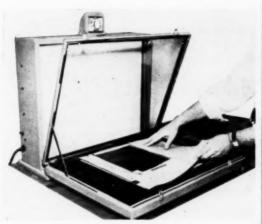
MOORE LABORATORIES
70 West Montcalm Street Detroit 1, Mich.

INTERNATIONAL SCREENS

### New Frame for Small Plates

A new model of the Colight exposure frames has been announced by the manufacturer. Colwell Litho Products, Inc., 616 Fifth Ave., South, Minneapolis 15, Minn. This new model, the BV-1016, is designed for making litho plates 10" x 16", the same as the present Model "B." However, the new model is equipped with a vacuum mat and pump like the larger models, while the Model "B" is a non-vacuum type employing a pneumatic cushion.





pose plates for smaller offset presses including 17" x 22".

#### Photons to Be Available

The new Photon photo-typesetting machine, now undergoing field tests, is expected to be available on a leasing arrangement by about July, 1953, it was announced in New York last month. Two of the machines were demonstrated at the convention of the American Newspaper Publishers Assn.

The two machines were part of the first ten production models which have been built for field testing. Some of these are to be tested in newspaper plants, but at least one was expected to be tried at the Livermore & Knight Co. lithographing plant in Providence.

When they are available to the trade, the leasing cost is expected to be about \$400 a month, it was estimated.

The machine, which sets type on film, features a standard typewriter keyboard, with many added controls. A girl was operating it during demonstrations.

It was developed by the Graphic Arts Research Foundation, 58 Charles St., Cambridge 41, Mass. It is an outgrowth of the work of the French inventors, Higonnet and Moyroud.

### New Opaquing Ink

A black opaque ink for use on acctate and vinylite sheets has been announced by M. I. Sachs Co., Montvale, N. J. It is called Misco Ebony.



### New Low HP Control

An improved, all-electric adjustable speed drive of from 34 to 3-hp. has just been announced by the Reliance Electric & Enquineering Co., Cleveland. The new electronic-type variable-speed drive, called the "V\*S, Jr.," is designed to take care of those operations in the printing industry having these relatively low horsepower requirements, the company said.

First introduced in 1950 as a smaller, lower-cost version of the packaged Reliance V\*S Drive, the new "junior" unit incorporates several design refinements. It is also now available in five sizes—34, 1, 1½, 2 and 3-hp, ratings.

Providing stepless adjustable speeds from A-C circuits, this variable-speed drive is said to supply a more economical answer electrically to steadily growing demands for greater speed, changing flexibility, operational versatility, and control convenience in the operation of various machines. Small sheet-fed and web-fed presses, collators, newsprint stuffers, bookbinding machines, and folders are among the units now powered by the drive.

A constant torque variable-horsepower

A constant torque variable-horsepower drive, the new unit operates at speeds of from 270 to 2300-rpm, and as low as 75-rpm for setting-up operations, light loads or intermittent duty. Its components are a drive motor, the operator's control station, and control unit. Details are available from the commany, 1088 Ivanhoe Rd., Cleveland.



Due in the morning, and the last minute rush wasn't all Fred's fault. The reports he depended on from other departments were late, too.

Gilbert ledger papers help eliminate time-consuming annoyances ... hard-to-read erasures, dog-eared ledgers and floppy sheets that won't stand up in files. Gilbert ledger papers are made with new cotton fibres for strength. Then, too, they are tub-sized, air-dried, permitting neat erasures and providing a superb writing surface. For customer satisfaction recommend Gilbert ledger papers.

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Dauntless Ledger...50% new cotton fibre
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GILBERT . . . America's most complete line of quality business papers





### CHOICE IN LITHO PLATE EQUIPMENT

It's Brown... It's Best...

GHTEEN years of manufacturing lithographic plate making equipment has resulted in the development of the finest line of efficient, dependable sinks, whirlers, printing frames, layout tables and practically every other major item of equipment used in your plate room. From the temperature controlled sink which holds developing baths to the desired temperature on through to the artist's retouch table which steps up the efficiency of your color separation work through its excellent design, you will find that every machine in the entire line will give you years of dependable service with little or no maintenance cost.

Write today for complete catalog

W.A.BROWN MFG.CO. 608 S. Dearborn St. Chicago (47) Illinois



### DRYING

for

WEB-OFFSET
GRAVURE • LETTERPRESS

Over 20 Years Dryer Experience

B. OFFEN & CO.

168 N. Michigan Ave., Chicago (1), III.



#### Folder on New Blanket

Roberts & Porter, Lithographic suppliers, have just issued a folder describing their new offset blanket, called the "Tru-Dot," which is designed for use with both conventional and quick-set inks.

The folder describes the action of solvents in quick-set inks, and their adverse effects on some blankets. The new "Tru-Dot" blanket will, however, according to Roberts & Porter, successfully resist the action of solvents. In a series of tests in 26 lithographic shops, both black and white and color, the new blanket did not emboss or show signs of tackiness in press runs of more than the average length, it is claimed. The conclusions reached were that the new blanket has the ability to resist embossing, and at the same time deliver an image which is faithful to the dot. Copies of the folder may be obtained by writing directly to Roberts & Porter, Inc., 622 Greenwich Street, New York, N. Y.

### Color Proofs from Negatives

A method of obtaining color proofs from lithographic negatives, called Chromeline, was described recently by Vincent Subenski, Superior Printing Ink Co., New York. In the process, the grained side of a plastic sheet is coated with a specially prepared colored coating, exposed through a negative, and developed with dilute ammonia. Resulting prints are permanent.

The Chromeline coatings are colloidal suspensions of lithographic ink pigments, rather than dyes, in a lightsensitive vehicle. They are described as water-soluble, and colors of offset inks are matched easily. Mr. Subenski described the process at a recent meeting of the Printing Ink Production Club.

A descriptive folder is available, he said.

#### Represents Calculagraph

Calculagraph Company, manufacturers of automatic elapsed time recorders, has appointed the G. J. Parri Company, 3149 South Howell Avenue, Milwaukee 7, as representatives in Wisconsin and northern Illinois.

### TECHNICAL BRIEFS

(Continued from Page 55)

into which said dye will diffuse and containing a resin of the class consisting of amide-aldehyde, glycol-phthalate, and cellulose ester resins and arresting the diffusion of said dye in said developing composition by converting said relatively liquid composition into a relatively solid translucent resinous film coated on the surface of the article, said developing composition having been applied in a thickness sufficient to dilute the dye diffused therein to a concentration of dye in said developing composition which is not substantially greater than the concentration for maximum fluorescence and said composition thus develops a fluorescent decoration in a film adhered to the surface of the article.

Pressure Distribution in Letterpress Printing. Lennart Pihl and Ingemar Olsson. Printing Equipment Engineer 83, No. 5, February, 1953, pages 47-8 and 50-1 (4 pages). The pressure distribution has been studied at the moment of printing for different printing elements at different printing conditions. The compressed area of the packing has been studied. The experiments have proved that the pressure against a printing element depends very much on its size and its distance from other printing elements This causes the shadow areas of a halftone block to carry lower pressure per unit area than light tone values. It is therefore essential to use underlay or overlay to level out the pressure when printing halftone plates. The paper being printed influences the pressure distribution very much and this is why it is difficult to find an ideal cylinder packing. Printing from elastic forms may be a method of decreasing the time of makeready in single color letterpress printing. However, due to the well known difficulties involved in trying to use elastic materials for multicolor printing forms, this method is not recommended. Thus, to decrease the time of makeready for multicolor printing, the mechanical precision of the presses must be improved, and the height of the type character must be controlled to a constant value.

### NEW MEXICO

(Continued from Page 43)

fame of New Mexico—the "Land of Enchantment."

Two of the other magazines are also produced by a combination of letterpress and offset. The state magazine, New Mexico, uses inside sections of pages in 4-color offset. The New Mexico Stockman has covers by offset, contents by letterpress.

Not only has offset been a big assist in developing magazine publication work for the Ward Ander-



### .. nothing like it! USES ELECTROMETRIC PRINCIPLE

- ELIMINATES indicating solutions, measurement of sample, and color matching.
- ELIMINATES errors due to sampling techniques, turbidity, and presence of oxidizing or reducing agents.

#### And Provides -

- INSTANT, continuous, direct reading of pH with no buttons to hold down or dials to turn.
- CONTINUOUS reading over full pH range with no change of solutions or adjustments.

### REVOLUTIONARY PROBE UNIT PROVIDES ON-THE-SPOT pH READING ANYWHERE

- ELIMINATES supports, holders, beakers, and separate electrodes.
- ELIMINATES trips to the laboratory.

Completely self contained in waterproof ever-ready case with shoulder strap.

#### PRICE \$125.00

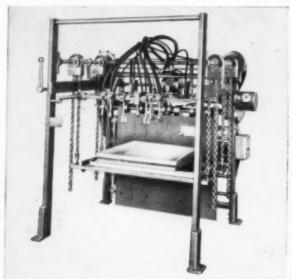
Instrument size: 3x5-7/8 x 2-1/2 inches Case size: 3-3/4 x 6-1/2 x 4-1/8 inches Weight with accessories: 3 lbs.

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	AN	ALYTIC	AL	MEASURE	MENTS	, INC.
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### Dexter Continuous Reloading Metal Sheet Feeding Eliminates Loading Time Losses



The Dexter Metal Sheet Feeder

The Dexter Metal Sheet Feeder automatically feeds sheets to press, coater, slitter or other machine. It handles stock from 38 to 24 gauge,  $36 \times 44''$  to  $14 \times 16''$ , loads up to  $6{,}000$  lbs.

The feeder automatically separates and picks up metal sheets from pile and advances them to registering or feeding-in point.

Reloading mechanism eliminates need of stops to reload.

Should two sheets adhere, reject mechanism diverts them to reject tray without stopping machine or slowing down production.

Fewer stops and less tripping make for work of more uniform quality.

There is no marking or scratching of sheets.

Stock may be trucked into feeder by either electric or hand lift trucks or by means of floor load conveyors.

Special feeders can be supplied to handle up to 16 gauge,  $48 \times 144''$  and 30,000 lbs. load.

The services of our engineers and organization are available, without obligation to you, for consultation in development of automatic feeding of various types of machines used in your plant for handling tin plate, black iron or other metals in sheets.

Dexter Folder Company General Sales Offices

330 West 42nd Street, New York 36, N. Y.

Boston, Philadelphia, Washington, Cleveland, Chicago, St. Louis Agents in principal foreign countries

### COLOR CHART for DOT ETCHING

This chart, composed of four sheets, is 22½x26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

Complete four-page wall chart-\$10.

### MODERN LITHOGRAPHY

175 Fifth Ave., New York 10, N. Y.

### PORTABLE AND DESK MODEL MICROMETERS with easy-to-read dials



### CADY Hand Model

has cast aluminum frame, shaped to fit hand; convenient trigger raises and lowers anvil; capacity is thickness up to '\u03c3"; horizontal glass covered 3" diam. dial graduated 1/1000ths of an inch. For use throughout the plant or when traveling. Extremely accurate; direct reading; no computing. Spherical end anvils available on order.

For calipering thicknesses of Papers, Boards, Foils, Felt, Glass, Metals, Plates, Rubber; Sheet stock or Finished Products with thicknesses to one-half inch.

### CADY Standard Model

Registers thickness to 5/16"; available with 4, 7, 12 or 18" throats. Glass covered dial is 6" diameter: graduations 1/1000ths inch.

### CADY Dead Weight Model

Dead Weight Anvil descends by gravity for extremely uniform pressure and completely accurate calipering. 6" diameter glass covered dial; 1/1000ths graduations.



Write for data and prices: Burst Strength Testers, Micrometers, Basis
Weight Scales.

E. J. CADY & COMPANY, 636 N. HARLEM, RIVER FOREST, ILL.

son Printing Company, it has increased Albuquerque's importance as a graphic arts center in the Southwest

In order to service the Ward Anderson Company's growing need for color film and offset plates, the New Mexico Engraving Company at Albuquerque installed additional equipment, and as a result is now bringing in similar work from surrounding states.

A part of this build-up was the establishment of the Jones Graphic Products Company at Albuquerque, distributors of offset chemicals and printing supplies and equipment in general. Ernest L. Jones, who set up the business, happens also to be president of the Graphic Arts Corporation of Ohio, producers of offset and other printing plates and creative arts services, with plants in Toledo and other eastern cities. Mr. Jones' counsel and co-operation have been invaluable to the Ward Anderson Company, the engraving companies and other offset and letterpress establishments in Albuquerque, they re-

Since the advent of offset service at the Ward Anderson plant and at several of the smaller shops in the city, there has been a marked trend toward the use of more color in printing locally. Many firms have had their letterheads redesigned to add color, and hardly anyone considers putting out advertising pieces in black and white. The Ward Anderson offset department is equipped with a new 21 x 28 Harris offset press, a 22 x 34 Harris, a 14 x 20 Webendorfer and a 9 x 14 Davidson.\*\*

### PRODUCTION CLINIC

(Continued from Page 56)

clamps. The dampers will develop low spots in the area of the bulge or buckle, and the degree of damage will vary with the amount of bounce the damper has in the gap of the cylinder. Excess bounce should be avoided for sometimes the damper may hit the clamp itself and cause uneven dampening. The damage done to the dampers in this manner cannot be repaired except by re-covering the entire roller.

The trouble caused in this manner is two-fold. To compensate for the deficiency of moisture delivered to the plate in the damaged areas of the dampers, an excess will be supplied to the balance of the plate. This excess water will cause the inking rollers to skid and the ink to waterlog. The result will be tinting and scumming of the entire plate.\*\*

### **WEB VERSATILITY**

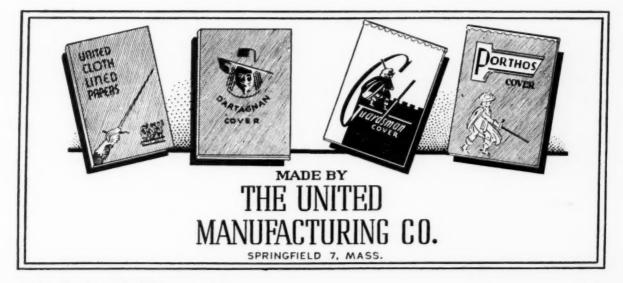
(Continued from Page 37)

printing units. This would, of course, enable the original six-burner dryer to operate either at partial turndown or with some of the burners completely shut off and the balance operating at full capacity.

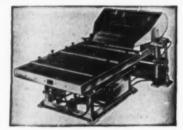
With the necessity for the new dryer established, Selas Corporation was again called upon to furnish the equipment. To install the new burners, one on each side of the web, it was necessary literally to cut the existing press in half. Although the drying equipment did not require a large space, it was felt advisable to pass the web over water-cooled rolls after drying, as had been done with the original dryer. We were well satisfied as the additional space for the entire installation required a separation of only 42" between the two "halves" of the press.

During the press changeover, the two printing units and the dryer in the second half of the press were in full operation. The additional dryer was installed and both halves of the press were back in operation within two weeks. Due credit must be given to the service men from both Webendorfer and Selas for effecting the change with a minimum of interruption to printing schedules.

In a period of five years Steck had equipped itself with an extremely flexible production unit, capable of printing one four-color job, two 2-color, or four 1-color webs, making one or two jobs on the same press at the same time. The successful operation of this phase of our printing business is a tribute to the combined efforts and time spent by manufacturers of press, inks, and the dryers.\*\*



### CRISP-VELVET-GRAIN



31 years experience graining plates that please both platemaker and pressman

### All sizes ZINC and ALUMINUM PLATES

Ungrained - Grained - Regrained

WILLY'S
Plate Graining Corp.

350 W. 31 St., New York, N.Y. Phone PE 6-7324



Phone PE 6-7324

Member, Lithographic Plate Grainers Association, Inc.

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you want your offset plates to last a great deal longer . . . you want your halftone dots to retain their size on the printed piece . . . you want your offset inks to hold their color value and finished tone . . .

### Twinkle Set

is THE ink for YOU

You can back the job up immediately!

McCutcheon Bros. & Quality, Inc.

Garfield 6-5030 2653 N. REESE STREET

2653 N. REESE STREET

PHILADELPHIA 33

### DOT ETCH PROCESS Color Plates

PROMPT SERVICE
HALFTONE NEGATIVES & POSITIVES
DEEP ETCH PRESS PLATES

ZARWELL & BECKER

Offset Platemakers 223 N. WATER STREET MILWAUKEE 2, WIS. For Best Quality  $\mathbf{B}_{\mathbf{M}}$ 

### HALFTONE SCREENS

BLACK AND WHITE AND COLO

in use around the world

Many standard sizes and lines available for immediate delivery.

Make your 24" camera do the job of a 32" with a set of BM angle screens.

A set of 20" x 24" four angle screens will make as large a job in a 24" camera as will a 23" circular screen in a 32" camera.

ASK YOUR GRAPHIC ARTS SUPPLIER



 $\mathbf{B}_{\mathbf{M}}$ 

### HALFTONE TINTS

Your Customers want STANDARDIZED BM TINTS

Keep complete selection on hand at all times. Don't waste valuable camera time making tints, 60 to 133 line in 6 tone values.

Buckbee Mears Co.



Also gives you better

ink distribution, better water control, reduced scumming, reduced stripping, elimination of "hickies."

Order from Your Distributor or Write
HARRY H. ROGERS CO., 5331 S. Cicero Ave., Chicago, III

### Quality OFFSET PLATES

24 Hour Service Pick-up and Delivery Service Sizes up to 22 x 34" Black and White and Color

EXCELLO OFFSET PLATE SERVICE, INC.

WOrth 2-1138

108 Park Row

New York 38, N. Y.

### Intaglio Club Meets

Four speakers will be featured at a meeting of the Intaglio Crafts Club May 20 at the Poor Richard Club. Philadelphia. They are Robert Young, of Parade Publications; George Beatty, of Whiting-Patterson Co., Inc., Matthew Romano, of Triangle Publications: and Edward Yates, of Masland Duraleather Co. They will talk on the intaglio process as it is related to their companies. Preston W. Foote, chief of the production planning department, Gravure Division, Triangle Publications. president of the club, will preside at the meeting.

### Jones Honored

Thomas Roy Jones, president of Daystrom, Inc., Elizabeth, N. J., parent firm of American Type Founders, was named New Jersey's Business Statesman of the Year during March at a luncheon of the Sales Executives Club of North Jersey. Some 200 persons attended the affair, at the Robert Treat Hotel, including 50 corporation presidents who were guests. Mr. Jones was commended for "many and valuable contributions to business and industry and for distinguished business leadership." Mr. Jones, who has had several awards in recent years for his leadership in American business, succeeds Carroll M. Shanks, president of Prudential Insurance Co., as the year's top "Business Statesman."

### Change P.I.A. Convention Date

Printing Industry of America will hold its annual meeting the week of October 5th, at the Hotel Shoreham. Washington, D. C., rather than the week of November 16th as previously announced. Decision to make this second change in meeting date was announced by PIA's board of directors following their recent meeting in Palm Beach.

#### Consolidated Officer Dies

Henry A. Topping, 61, vice president of Consolidated Lithographing Corp., Carle Place, L. I., N. Y., died April 29 in a New York hospital after an illness of about three months.

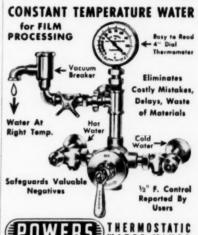
Mr. Topping joined Consolidated about 38 years ago, and later established the company's sales effort in the Chicago area. He had been vice president for many years.

In addition to his widow, Mildred, a brother, two sons and two grandchildren survive. Two sons, Henry A., Jr., and Norman E., are now with the company, located in the Chicago territory.

#### New Conn. Publication

Connecticut Printers, Inc., Hartford, Conn., has launched a new external house publication called "Proof." The April issue, consisting of eight pages, 81/2 x 11", in two

colors, contains information of interest to buyers of printing and lithography, children's book, proofs, art, and related subjects. Connecticut Printers is the parent firm of Kellogg & Bulkeley, the lithographic division, and Case, Lockwood & Brainart, the letterpress division.



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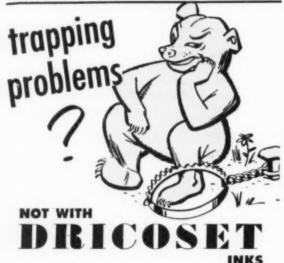
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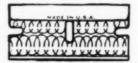
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Closing date: 22nd of preceding month.

#### Help Wanted:

LITHOGRAPH OFFSET PRESS-MAN: Opportunity in one of the larger commercial printing plants doing office and accounting form work and color advertising. Must be experienced on Harris offset presses. Good working conditions and employee programs. Write or call or wire collect for more information on this opportunity. The Reynolds & Reynolds o., 800 Germantown St., Dayton 7, Ohio, Phone MIchigan 3831, Extension 239,

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(Turn the page, please)

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PLATE MAKER: Congenial young plate maker who enjoys clean, fresh air, hunting, fishing, golf, etc. to settle down in a small community where life is worth living. If you enjoy working with a smile in your heart and earning a dollar where it still is worth a dollar, come help us step and repeat deep etch and albumin plates. Tell us what you want out of life and your plate ability in your reply. Address Box 222, c/o Modern Lithography.

PROGRESSIVE EASTERN LITHO PLANT desires competent deep etch and surface plate maker, capable of operating Rutherford photo composer. Excellent working conditions and remuneration. Please give complete experience and references in first letter. Our employees know of this ad. Address Box 223, c/o Modern Lithography.

DOT ETCHERS AND STRIPPERS for high quality offset lithograph plant in Philadelphia. Please state experience, Address Box 224, c/o Modern Lithography.

STRIPPER — MAN: Medium-sized lithographic plant in upper New York State. State experience and years as stripper. Married or single. Write fully your experience in lithographic field. Steady employment, good surroundings, open shop. Address Box 225, c/o Modern Lithography.

OFFSET PRESSMAN for 17x22 Harris. Must be top-notch and able to handle halftone and color work. Good working conditions and overtime. Address Box 226, c/o Modern Lithography.

DOT ETCHER: Some knowledge of masking. Need not be top-notch, but willing to assist in new color technique, Excellent working conditions. Phone or write York Litho, 285 Lafayette St., NYC 12, Andy Perni, WO 4-2060.

LITHO AND PHOTO engraving supply salesman, experienced, management ability desirable, salary, commission and bonus, New England area. Address Box 233, c/o Modern Lithography.

OFFSET STRIPPERS, Journeymen, for large Philadelphia lithographer. Philadelphia scale for starting salary. Address Box 235, c/o Modern Lithography.

WANTED: A man with a fine background of lithographic technical experience to assume direction of production. General information should be contained in first correspondence and reference and detail will be considered confidential, not to be used without the consent of the individual. This opportunity could be particularly interesting and is permanent. Address Box 234, c/o Modern Lithography.

#### Situations Wanted:

TALENT, EXPERIENCE AND REPUTATION available to supply or equipment firm. Technical specialist with practical production experience and years of successful selling and demonstrating desires position as top-level sales and technical representative. Address Box 227, c/o Modern Lithography.

**OUALITY CONTROL MAN: Now** employed in large Southern California city, anxious to change soon as possible. Age 41, total experience 23 years in all departments and as foreman and superintendent in east and southeast. Would prefer connections with progressive lithographer, not combination shop, would not object to stint at selling in a pinch, if there is a definite future with live organization handling quality accounts. Also would appreciate possibility of starting business in this area with another welltrained lithographer or a top-notch salesman experienced in selling high grade offset lithography reproduction, preferably color. Hard-hitting, responsible, new small plants can go places here. Address Box 228, c/o Modern Lithography.

SALES PROMOTER of offset printing—layouts, copy, customer contact—broad experience with small and large

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COLOR MATCHER: Six years experience in color matching in offset plant. Available for offset plant or ink maker in New York metropolitan area. Address Box 230, c/o Modern Lithography.

#### Miscellaneous:

WANTED—Harris Offset press Model EL 22 x 34 Cam Fed, pile delivery, Universal Printing & Lithograph Co., 1850 Beverly Blvd., Los Angeles 4.

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### Booklet on Mail Use

"The Guide to the Use of the Mails" is the title of a booklet just issued by the Direct Mail Envelope Co., 15 W. 20 St., New York 11, N. Y. The 28 page booklet, by Henry A. Berg, summarizes current postal regulations, and postal rates, as well as information on how to use the mails in direct advertising. Copies are available from the company.

### Hodes With Ink Firm

Jack Hodes, formerly president of Offset Service Co., Minneapolis, recently joined Consolidated Printing Ink Co., St. Paul. He will work in sales and service of the company's litho inks.

#### Add Presses in West

A Harris two color 22 x 34" offset press was added recently by Wolfer Printing Co., Los Angeles. In Portland, Ore., Berneliff Printers put in a Harris 17 x 22" press.

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### Trade Events

National Assn. of Litho Clubs, annual convention. May 8 and 9, 1953, Statler Hotel, Detroit.

Lithographers National Association, annual convention, Edgewater Beach Hotel, Chicago, June 16-19.

International Assn. of Printing House Craftsmen. annual convention. Adolphus Hotel. Dallas. Sept. 13-16, 1953.

National Assn. of Photo-Lithographers, annual convention and exhibits. Sheraton Hotel. Chicago, Oct. 28-31, 1953.

Printing Industry of America, annual convention, Shoreham Hotel, Washington, D. C., Oct. 5-8.

### Litha Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.
CHICAGO—Chicago Lithographic Institute, Glessner House, 1800 S. Prairie Ave., Chicago 16, III.
CINCINNATI-Ohio Mechanics Institute, Cincinnati, Ohio.
LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.
MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wayzata Blvd., Minneapolis 3, Minn.
NASHVILLE—Southern School of Printing, 1514 South St., Nashville, Tenn.
NEW YORK-New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.
OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.
ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.
PHILADELPHIA—Murrell Dobbins Vocational School, 22nd and Lehigh, Philadelphia, Pa.
PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.
SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.
ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.
WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

### Trade Directory

Lithographic Tech. Foundation
Wade E. Grisword, Exec. Dir.
131 East 39 St. New York 16, N. Y.
National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. V. P.
317 West 45 St. New York 36, N. Y.
Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.
National Association St. St. New York 17, N. Y. 420 Lexington Ave., New York 17, N. Y.
National Assn. of Litho Clubs
Angelo Pustorino, Exec. Secy.
Daniel Murphy & Co., Inc.
480 Canal St., New York 13, N. Y.
Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W. Washington 5, D. C.
International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Secy.
307 E. Fourth St., Cincinnati 2,

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to ADVERTISERS

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(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)



WHEN Intertype wanted to send out invitations for the preview showing of the new color-sound film "A New Era in Printing" last month, the company selected a piece of film on which the invitation was produced in fine-line script type. The movie, which we predict will have a wide demand for all kinds of meetings, shows how photo-typesetting is being used in modern printing.

Harry E. Brinkman, president of Cincinnati Lithographing Co., and erstwhile head of NAPL and LTF, addressed the Advertising Club of Louisville April 14. It was the club's 47th anniversary.

Crafton Graphic Co., New York lithographing concern, had its head in the clouds last month. A promotion folder was sent out, pointing out that fact, but reminding that the company also had its feet on the ground. The reason for all this skyscraping was that Crafton, for the fourth consecutive year, won the highest number of certificates of merit in the Printing for Commerce Exhibition sponsored by the American Institute of Graphic Arts, The score: 1953—20 awards: 1952—12; 1951—14; and 1950-22.

They had quite a birthday party in Pittsburgh last month when Herbick and Held Printing Co. celebrated its 50th year. Over 550 people attended. A theme, "Let's go back to 1903" was followed, and big blowups of a Pittsburgh newspaper for the founding date, April 1, 1903, were posted. Also on hand was a replica of the pushcart which Albert C. Held, now president, used for deliveries when he joined the firm in 1903.

In our April issue, a story on the companys' anniversary was headlined with a reference to the 100th anniversary. An overanxious headline writer put it in, and an underanxious proofreader didn't take it out. The story was correct, however.

You can get a home schedule for the three New York major league baseball teams, and a diagram of the three home ball parks showing seating section numbers, from Kienle and Co., Brooklyn ink makers. We were surprised they included any other team than the Dodgers, but they're pretty broad minded, apparently.

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